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Benn >>>

AUGUST 14 1976 THE NEWSWEEKLY FOR PHARMACY

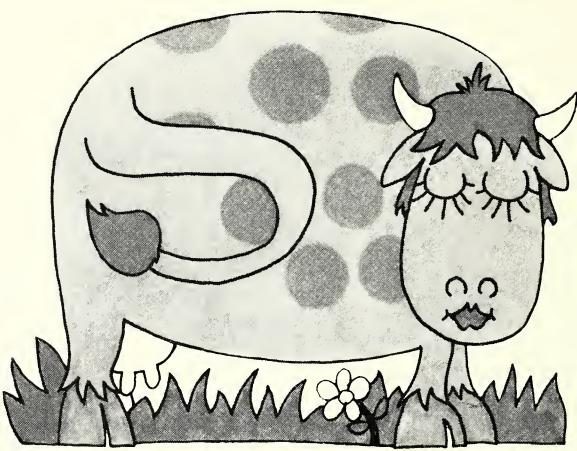


NHS contract:
final PSNC
proposals

£1,000 grant to employ a student

£25 added to notional salary

Recommended prices to be investigated



# Alice doesn't live here any more

From August 16th, Alice, together with her employers Cow & Gate Baby Foods, will no longer be in Guildford.

After that date, all orders, correspondence and enquiries should go to the newly centralised head office. The address is:

Cow & Gate Baby Foods, Trowbridge, Wiltshire BA14 8HZ.

That's Alice's new address, too.

# LILIA~V NEWS

No 3 **SUMMER 1976** 

# Pretty as a picture -new Lil-lets packs

ing fast during the past few years. Group Product Manager Roy Trayhern forecasts that the brand, currently holding a 35% share of the £15 million Tampon market is well on the way to achieving brand leadership. 'Our advertising and promotions spending on Lil-lets in 1976 has been the heaviest vet, and we plan to continue with our aggressive marketing policy in 1977'.

# 'A modern image more important than ever'

Lilia-White have conducted extensive consumer research on the Lil-lets pack. The evidence pointed to a need to 'modernise and improve the impact of the current pack design' which was introduced in 1973.

### 20 designs tested

Several leading pack design consultants were invited to submit designs, and after some development several of these designs were tested with the consumer to determine consumer attitudes. 'Pack design is not something we treat lightly, or subjectively', declares Roy Trayhern. 'We had to be convinced that a new design would be significantly better than the present one - and more specifically, would help to increase sales!'

The new design packs - (which are now being distributed nationally) – are illustrated here.

Sales of Lil-lets have been grow- The background blue colour was felt by consumers to be 'clean and hygienic' - important considerations when choosing sanitary protection. At the same time the blue 'denim look' adds modernity and fashion appeal to the pack. Overall, the pack was considered by women to be pretty and very feminine.

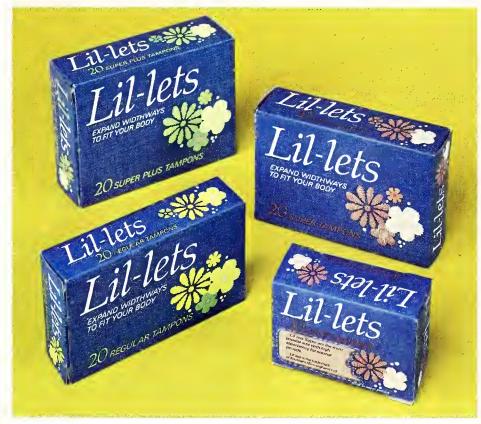
# Easy-to-read 'name-style'

The Lil-lets name style has remained virtually unchanged since the brand was introduced 22 years ago. 'We were looking for a new, stronger and more modern namestyle which still retained a lot of the elements of recognition of our name', adds present name, adds Roy Trayhern. 'We are delighted with the clean and highly legible result.

### 'Better absorbency recognition needed'

On the previous Lil-lets packs the three absorbencies were identified by a different coloured strip - yellow for Regular, pink for Super, and green for Super Plus.

continued on page 2

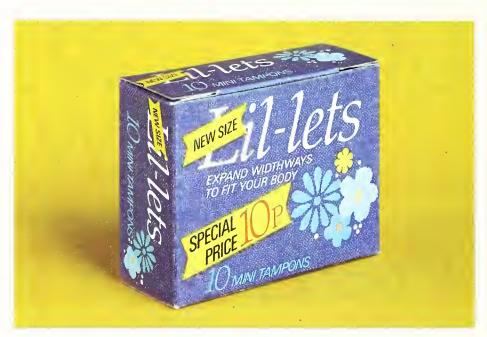


continued from page 1

Absorbency identification has been strengthened considerably on the new packs – but in a delightfully feminine way – using different coloured flowers – as patchworks on the 'denim' background. The individual tampon wrappers will be similarly colour coded – for the first time.

Better use has also been made of the back of the new packs – to explain more fully the product benefits – associated with each absorbency.

'We are confident', concludes Roy Trayhern. 'that our undeniably 'pretty' new packs — are going to be 'sitting pretty' on Chemists and Grocers shelves — or what I should say is they will be moving off the shelves at a 'pretty' fantastic rate.'



# Lil·lets new Mini·Tampons create 'Maxi' profit opportunities!

The new pack design for the Lillets range is only half the story! A fourth absorbency is about to be introduced nationally.

# Lil-lets mini – 'a masterpiece in miniature'.

Lil-lets mini has been added to the range, following extensive research both in the U.K. and in W. Germany – where a mini tampon has been selling successfully for four years. In fact, in W. Germany, mini tampons account for approximately 11% of tampon sales.

'A gap in the U.K. Market' Lilia-White believe there is a proven demand for Lil-lets mini. Product Manager, Chris Leeman says, 'Our research indicates that our new mini size product (which is just a little smaller than Lil-lets Regular) will appeal specifically to younger girls – aged 13-16, and also to women experiencing light periods (mainly Pill users)'.

Lil-lets mini is available initially in 10's only, packed in 4 dozen packets of 10 per case.

Clear absorbency identification 'Mini' is very much part of the Lil-lets range and as such follows

closely the new family design style. The pale blue absorbency colour coding will make the product easy to identify on the shelf.

# Heavyweight Launch Activity

The Company also plan to advertise and promote mini – as part of the Lil-lets range – but in its launch phase the product is receiving special attention.

# **Introductory Consumer Offer**

Lilia-White are spending over £50,000 on Consumer promotion – aimed at obtaining initial trial. During August and September all packs of Lil-lets mini will be marked 'Special price 10p'. This trial offer will be approximately half the normal retail selling price. 'We expect this offer to generate

considerable consumer interest and stimulate trial', stresses Geoff Baldwin, Lilia-White's General Sales Manager. 'We shall be placing emphasis on in-store merchandising of the pack. We don't think it will be long before our trade customers realise the tremendous profit potential that Lil-lets mini offers. It's a small pack — and takes up very little extra space on the shelves — it really does mean a lot of profit per square foot'.

# New display material features 'mini'

Attractive new display material is available – reflecting the delightful new range pack design – and highlighting the addition of Mini to the range.

### Some facts for you to note

- \* There is a consumer demand for a small sized tampon.
- \* Lil-lets mini meets this demand.
- \* With the addition of mini Lil-lets is now available in a choice of 4 absorbencies.
- \* Lil-lets mini is launched in the new modern Lil-lets pack.
- \* Lil-lets mini will be supported by heavyweight trade and consumer promotions.

\* LIL-LETS MINI MEANS EXTRA SALES - AND MORE PROFIT FOR YOU!

# Dr. White's and Sossard get together to uplift your sales.

An exciting new consumer promotion has just been announced on Dr. White's. 5 million packs will be specially flashed '50p off a Gossard Lightweight Wonderbra'.

Inside each pack is a coupon entitling consumers to a 50p saving against a Gossard lightweight Wonderbra. Consumers simply send £1.95 plus the coupon to a handling house and obtain either a Lilac or Apricot Lightweight Wonderbra, exclusive to Lilia-White.

Commenting on the offer, Dr. White's Product Manager, Ralph Jones says 'much of our marketing and advertising strategy since the re-launch of the brand in January, has been to create a younger more modern identity. The link promotion with Gossard gives Dr. White's an up to the minute image – and we are convinced it is going to do much to further increase our brand share. Attractive display material will support the offer at point of sale - an offer which we think will 'bust all sales records'.

# Lilia-White Towels increasing Brand Share

Speaking at a recent trade presentation, Lilia-White Towels Product Group Manager, Philip Barnes



forecast rapid growth for all company towel brands. 'According to independent research we now enjoy a 58.2% share of the Towel market. This is almost 3 share points greater than our share in November/December 1975, and we are confident that by the third quarter of 1976 we shall have over

60% of the market, which is worth £46 million at R.S.P.'s.'

Philip Barnes added 'Dr. White's, it is interesting to note, alone is nearly twice as big as the combined total of all the brands marketed by our nearest competitor, and overall Lilia-White Towels account for almost 3 out of every 5 sold.'



# LILIA-even better value for money!

The company has just launched a major consumer offer on Lilia—the No. 2 looped towel brand in the market. Colourful specially flashed packs (illustrated here) carry details of the offer. Consumers just buy two packs, send the special pack fronts to a handling house and obtain a voucher in return entitling them to a third pack absolutely free.

Outlining details of the promotion at a recent sales conference, pro-

duct manager Tom Jameson said "We have successfully created a value for money image for Lilia and this promotion will give consumers better value than ever before! Despite strong competitive activity, Lilia is holding its share of the market and sales at the moment are particularly buoyant. We are planning more promotional activity which we expect will keep the brand firmly in the No. 2 position."

# Panty Pads-leading loopless towel

Sales of Panty Pads have grown rapidly over the past year and now Panty Pads is the leading brand in the loopless sector with 25.2%. A massive programme of consumer advertising and promotions has contributed greatly to the success of the brand and there's a lot more activity to come.

# FASTIDIA – Encouraging sales picture

The market for mini-pads is very active. Another new product has just been introduced – indicating the potential believed to exist for this type of product. Lilia-White's Fastidia is the undisputed leader with sales this year estimated to be 26% above 1975. Product Manager, Betty Tarry, explaining



the reasons for these dramatic sales increases says Fastidia is more than just a form of sanitary protection. Increasingly Doctors are recommending it, to meet a wide variety of needs'. She adds 'The recent 10p off two banded packs consumer offer stimulated trial, and sales into the trade since have been exceptional. I think we can look forward to a very successful year'.

# **GYMNASTICS SPONSORSHIP**

# An exciting new venture

On April 27th this year the British Amateur Gymnastics Association announced the sponsorship by Lilia-White (Sales) of a new Gymnastics competition.

This unique competition, for girls aged between 12 and 16, is called the Lilia-White National Gymnastics Championships for Girls. It is being run on a regional basis, taking in the entire British Isles in the 13 Gymnastics regions.

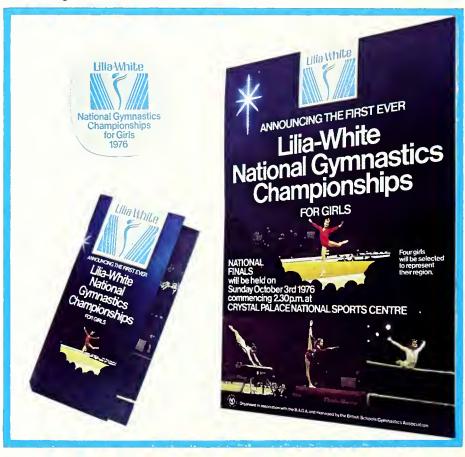
The national final will take place at Crystal Palace National Sports Centre on Sunday, 3rd October.

Jack Laming, Lilia-White's General Sales and Marketing Director comments "The response from girls throughout the country has been tremendous. Over 14,000 schools received details of the competition – and there are clearly hundreds of budding Olga Korbúts keen to enter. We have in fact already been inundated with requests for tickets for the finals."

Franklyn Edmunds, president of the BAGA welcomes the Sponsorship "I particularly welcome the introduction of the Lilia-White National Gymnastics Championships for Girls as it introduces competition to girls at an early age"

Following the finals in October,

Lilia-White will also be sponsoring 3 separate weeks of intensive coaching at residential sports centres, for 60 girls showing exceptional talent.



# Chemist & Druggist

The newsweekly for pharmacy

14 August 1976 Vol. 206 No. 5028

117th year of publication

Editor Arthur Wright, FPS, DBA

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# Comment

# New contract

It says a great deal for the Pharmaceutical Services Negotiating Committee's new-found expertise in public relations that it is able to put forward NHS contract proposals that would give "larger percentage increases to contractors with smaller NHS dispensing volumes" while contractors with larger NHS dispensing volumes "would receive larger cash increases".

The proposals, given in full on pp188-190, are nevertheless far from a public-relations exercise—they are designed to give effect to the mood of last year's conference of Area Chemist Contractors Committee representatives which made it clear that the more successful contractors realise it is in their own best interests to ensure the survival of the pharmaceutical service as a whole.

The basic practice allowance is reinstated in the proposals, as demanded by the ACCC representatives, in the form of a differential oncost covering a range of 9,000-15,000 scripts a year. Pharmacies dispensing fewer than 9,000 scripts (and, indeed, up to a proposed 24,000) would benefit additionally from the essential small pharmacies scheme, provided they meet the stringent criteria defining "essential". This scheme is still the subject of discussion between the PSNC and the Department of Health.

The less controversial premises allowance is included in the proposals—but the ancillary and locum allowance reappears as a "second pharmacist allowance" which would help to ensure a full level of professional supervision and, hopefully, add to the employment prospects of pharmacists.

Included in the proposals is news of the agreement in principle of a £1,000 per annum allowance for the employment of pre-registration students. This will be most welcome if it encourages pharmacists in private practice to engage students, who for many years have had little option but to turn to the larger multiples. But we must agree with Mr David Sharpe who, in the Pharmaceutical Society's Council (p201) made a move to ensure that the students are trained in the right environment and not turned into "slave"—or more correctly "cheap"—labour.

For many students, the pre-registration year is their first real taste of pharmacy practice—and wrong impressions gained then may have a lasting effect on the profession's future.

The contract proposals as a whole, however, cannot be said to have been hastily drawn up. There have been stages of consultation, redrafting and reconsultation. It is now up to the individual contractor to voice his opinions to and through his LPC and PSNC representatives before the November meeting. The outcome must be a contract that is satisfactory to the parties—and that will stand the test of time.

# £1,000 pa allowance to employ graduate

An allowance of £1,000 per annum for each pre-registration graduate employed by NHS chemist contractors has been agreed "in principle". The allowance will first be paid in respect of the academic year 1977-78 and it is hoped by the Pharmaceutical Services Negotiating Committee that it will provide an incentive to the increased employment of trainees in private pharmacies.

### Other allowances

The allowance is one of the items included in new NHS contract proposals to be put before Local Pharmaceutical Committee representatives in November. The proposals—which are given in full detail on p188—include:

Basic practice allowance: Giving an additional oncost payment to pharmacies dispensing 9,000 up to 15,000 prescriptions a year (10 per cent up to 12,000; 5 per cent above). Pharmacies dispensing fewer than 9,000 scripts would be catered for under the essential small pharmacies scheme at present being negotiated.

Prenises allowance: Rcimbursement of actual rent and rates costs (or notional rent allowance) but based on the proportion of the businesses' turnover derived

from NHS rather than the proportion of the area devoted to NHS.

☐! Second pharmacist allowance: Where prescription volume is above a specified figure (2,500 a month is suggested), paid on a sliding scale to a proposed maximum of £4,500.

# Call for action to ban 'me-too' drugs

A call for a change in the law to prevent "me-too" drugs coming on the market to the confusion of the medical profession, the possible danger to patients, and the expense of the taxpayer, is made in the latest issue of the *Drug and Therapeutics Bulletin* 

The Bulletin, from Consumers' Association, defines "me-too" drugs as products which are "minor variants of existing compounds and have no demonstrable advantages", eg many benzodiazepines and  $\beta$ -adrenoceptor blocking agents. In Norway the licensing authority has to be satisfied that there is a medical or economic need for a new drug. "It is time that our law was amended in this way," it says.

Many drugs which fall into the "me-

too" category have been introduced lately; "Sensing that these compounds may be marketed for commercial rather than for medical reasons, some doctors wonder whether the Licensing Authority has any control of the situation, and if so, whether it is exercised."

The Medicines Act can be interpreted to mean that the Licensing Authority though obliged to ignore relative efficacy, is not obliged to ignore relative safety the Bulletin continues. However, it does not necessarily require the Authority to refuse a licence having taken the question of safety into account. Thus the Medicines Act does not prevent the introduction of "me-too" drugs, even those of less efficacy and safety. "However, the Committee or the Safety of Medicines might recommend to the Licensing Authority that product licences be refused for 'me-too' drugs or the unsatisfactory grounds that the safety of these drugs was less well-established than that of drugs long in use." This would entail a change of policy of the CSM and the Medicines Commission.

If this happened, drug companies could concentrate on developing genuinely new products. Until then, the Bulletin says: "the medical profession should itself make the introduction of blatant 'me-too' drugs unprofitable by not prescribing them." The industry's main argument in defence of such compounds is that they have sometimes led accidentally to genuine therapeutic advances. "But meaningless milestones on the road to such a discovery do not have to be marketed."

# Extra 1p per script for NI contractors

The Pharmaceutical Contractors Committee for Northern Ireland have claimed an increase of 1p for each prescription dispensed after May 1 1976—a similar claim to that granted to Scottish contractors. In a letter dated July 23 the Northern Ireland Department of Health have agreed that a similar increase, back-dated to May 1 1976, be paid to all chemist contractors on the list maintained by the Central Services Agency and have asked the Agency to implement payment as soon as possible. A claim for increased rates of remuneration for the oxygen therapy service has also been presented on behalf of Northern Ireland contractors to maintain parity with Scotland, where increased remuneration was agreed recently (C&D, July 24, p120).

# Co-ops still using title

Suspension of the use of the title "pharmacies" in Co-operative society national advertising, promised over two months ago, has yet to become effective. The now-familiar "Co-op pharmacies cut your cost of living!" headline appeared again in the Daily Mirror on August 5, but a spokesman told C&D this week that the campaign is expected to have finished by the middle of August.

Although acceding to the Pharmaceutical Society's position, the Co-operative Wholesale Society said in May that it did not accept that the use of restricted titles in advertising necessarily constituted advertising of professional services.

# £25 added to notional salary

The Department of Health has agreed to an increase of £25 in the proprietors' notional salary effective from January 1, 1976. This increase takes account of the additional superannuation element relating to the £312 increase previously negotiated and lifts the notional salary for 1976 to £5,062 per annum.

### Rota fees increased

The Department has agreed, from August 1, to increase the weekday rota fees to £2.75 per hour and the fees payable for Sundays, public holidays and early closing day rotas to £6.25 per hour. The scales represent an increase of 25p per hour, the maximum permitted under the Government's pay policy, and were reported at a meeting of the Pharmaceutical Services Negotiating Committee on July 28.

Following the rejection of a conditional offer of an increase in the container allowance, the PSNC is pressing the Department for an early agreement to its claim for an increase in the container allowance from 1.55p to 1.80p, based on the findings of the 1975 container costs inquiry.

The comments to be submitted on the document "Priorities for Health and Personal Social Services in England" were agreed. The statement in the document that "the first essential must be to main-

tain the standard of services: to put people before buildings", was welcomed. The Committee's comments would include the valuable potential contribution of the pharmacist whose knowledge, training and close contact with the public fit him to play an important role in the prevention, or early treatment, of illness, offering advice and knowing when to refer patients to doctors. It would be stressed that to maximise the pharmacist's contribution it would be necessary to ensure accessibility to the public by prescrving a sufficient number of well-distributed pharmacies. The implications of the health centre programme and of the effect of the reduction of hospital bed occupancy on pharmaceutical costs would also be dealt with in the Committee's comments.

Oxygen therapy

It was decided to make representations to the Department that the Drug Tariff specification for the BOC lightweight (single unit) oxygen set be amended to include two spare O rings.

It was agreed that the wording of a notice the Committee had asked the Department to provide for all pharmacies in contract in England and Wales should read: "THINK! Unwanted medicines can be harmful. Return all unwanted medicines to your pharmacist for destruction."

# Recommended prices to be studied

Mrs Shirley Williams, Secretary of State for Prices and Consumer Protection, is to ask the Price Commission to undertake a "factual analysis of the practices of recommending retail prices and its effect on actual retail prices."

That was announced in a written Commons reply on new references to the Price Commission, in which Mrs Williams also said she had referred the prices of privately prescribed hearing aids. The reference on recommending retail prices follows her Department's receipt on the Commission's report on the prices of small electrical household appliances.

A spokesman for the Department of Prices and Consumer Protection told C&D that the "recommending prices" reference would be made during the Parliamentary recess. Such references were often "factgathering" exercises on the Department's behalf where a lot of complaints had been received rather than it being thought something was wrong with the system.

Asked about resale price maintained goods, he said it would be impossible to tell whether that system would also be looked at by the Commission until the terms of the reference were published. The Commission would probably look at the effect on the retail trade of banning the practice of recommending prices, but that was a matter for the Commission.

The Commission's report on small electrical household appliances, as yet unpublished, is thought to be critical of manufacturers recommending prices. The Electrical Appliances Association, representing electrical goods retailers, has been pressing manufacturers for some time to drop the practice; one, Roberts Video, already has done so and others are expected to follow suit in the autumn. A spokesman for the Association told C&D that they preferred to see the system discontinued and the retailer fix his own prices as the practice had been so abused of late with "unrealistically inflated prices" that it no longer had any credibility.

# Pensions for self-employed

The Government does not intend to bring the self-employed fully into the earningsrelated state pension scheme which starts in 1978. The self-employed will still have to pay earnings-related contributions if they have clear profits of over £1,600 a year. A working party, set up to study how the self-employed could be brought into the scheme, has been disbanded. It concluded that 1,500 more civil servants would be needed to collect fully earnings-related contributions and the Government has decided it would be too expensive.



# Polaroid gain temporary injunction against Kodak

Kodak were banned in the High Court last week from introducing their new "instant picture" cameras and film to Britain until a decision in an action which Polaroid are bringing against Kodak for alleged infringement of patents.

In the action Polaroid Corp and International Polaroid Corp, both of America, and their English subsidiary Polaroid (UK) Ltd of Ashley Road, St Albans, seek damages for infringement of 10 patents for their SX 70 camera and films. Eastman

Kodak Co of New York, and their English subsidiary Kodak Ltd of Hemel Hempstead, claim that some of the patents are invalid and that some are not infringed.

During last week's five day hearing, Mr Geoffrey Everington QC for Polaroid said that they had marketed their new camera in 1972 in America and in 1974 in Britain. Their exports from the Vale of Leven factory brought in over £26m. If Kodak were allowed to sell their camera and film, there was risk of more unemployment in a specially designated area which had a higher than average rate of unemployment.

Mr Stephen Gratwick QC for Kodak, said that Polaroid had laid a "patent minefield" of 1,650 patents, and Kodak should not be prevented from bringing their camera and film to market because Polaroid had a monopoly, If Kodak were wrong at the trial, they were prepared to pay damages. A ban could result in the loss of 300 jobs at Stevenage, abandonment of a new factory project and possible transference of the new camera and film production to France and Germany.

Mr Justice Graham said that this was a case in which an injunction as sought by Polaroid should be granted, but Kodak would be given leave to discharge the injunction if Polaroid did not diligently prosecute their later action, which should be heard as soon as possible. The judge said that the reasons for his decision would be given later. Polaroid have stated they are pleased with the decision, but Kodak have announced their intention to appeal.

# MP concerned over doctors' payment for drug trial

Mr Mike Thomas MP is concerned about a study of Merck Sharp and Dohme Ltd anti-hypertensives in which doctors receive payment for taking part.

In a Commons question answered last week, Mr Thomas asked the Secretary for Social Services whether the company's offer of incentives to general practitioners to prescribe their anti-hypertensives on a quasi-experimental basis for national health patients was consistent with their national health contracts; what these incentives were; what was his view of such promotional activity by drug companies; and what representations he had received on the subject from the British Medical Association and the professors of clinical pharmacology.

Dr David Owen, Minister for Health, replied that he had asked for full details of the programme but understood that the participating doctors would receive £25 for their reports, or £10 and the gift of a sphygmomanometer. "I do not think it would be right for me to comment at this stage in this particular case, but in general certain kinds of research activity by general medical practitioners could involve a breach of their terms of service," he said, adding that so far as he was aware his Department had not received any representations about the pregramme from either the BMA or professors of clinical pharmacology.

A spokesman from Merck Sharp and Dohme told C&D that the description "quasi-experimental" was insulting to the consultant cardiologists involved who had drawn up a properly constituted protocol for the study; the figure of 100,000

patients was "wildly in excess" of the number involved; and that the payment was offered as "modest remuneration" for the doctors' time involved in screening for high blood pressure and for assessing the drug. The drug was being provided free by the company at no cost to the health service and it was hoped that the study would encourage doctors to take patients' blood pressures routinely. Sphygmomanometers had been offered because a recent survey had shown some doctors were using inaccurate instruments. He could not reveal the name of the drug or any further comment prior to talks with Dr Owen.

Speaking on the BBC radio "Today" programme on Monday, Mr Thomas said he was worried that the study could be an innovation in drug promotion, but Mr Len Rogers, Merck Sharp and Dohme, replied that doctors were unlikely to be influenced by the amount of money involved and the study did not breach the Association of the British Pharmaceutical Industry's code of practice.

# Publishers meet minister

The Periodical Publishers Association met Dr Owen on Monday to discuss advertising in medical journals. Further meetings are planned.

The Department of Health receives some 1,300 journals, newspapers and magazines, many of which, though not strictly speaking medical, have a medical interest, Mr Ennals, Secretary for Social Services, said in a Commons written answer last week. No approved list was maintained, as such.

# Doctor's book advises public on self-medication

Advice on how to "liaise" with the pharmacist and warnings to avoid many overthe-counter medicines are given in a book: "Medicines: A guide for everybody" (Penguin Books Ltd, £1:50), by Dr Peter Parish (see People, p191).

He advises patients always to consult the pharmacist before buying an otc preparation for babies, young children, elderly and/or debilitated patients or a woman who is pregnant or breast feeding. Included in a list of warnings about drug use are the following: "Always know the name of the drug that you are taking. Always check its main effects and adverse effects. Only keep a few household remedies to hand and in small quantities. Always ask the pharmacist for special instruction leaflets when obtaining medicaments such as eve drops, nose drops, pessaries etc. Ask what the doctor means when he states 'as before' or 'as directed'." Patients are advised to check with the pharmacist if they are not clear about a prescription drug's expiry date, where it should be stored, and when and how it should be taken. Anyone who obtains a drug he does not intend to use immediately should tell the pharmacist, Dr Parish adds, because the form in which the drug is dispensed may affect its shelf-life.

Part one of the book outlines basic principles of drug use, part two describes groups of drugs by their uses and part three lists drugs alphabetically giving precautions, dosages and cross-references to part two. Dr Parish believes that the dangers of adverse drug effects are increased because poor communication between doctor, pharmacist and patient often leaves the consumer in almost total ignorance of the benefits and risks of medicines he takes: "I would argue that we cannot allow a situation where 'ignorance is bliss' to exist in drug treatment."

### 'Extravagant claims'

Dr Parish maintains that extravagant claims are often made for the benefit of some otc drugs without any real supportive evidence, although the situation may improve with new laws on licensing and sales. He recommends paying little attention to preparations sponsored by actors, footballers, etc, because they are paid to do it. "Similarly, be careful about being taken in by television commercials and newspaper articles dealing with various preparations—the products advertised are nearly always expensive and gimmicky versions of drugs which are available much more cheaply." The best guide is to choose otc preparations which contain drugs doctors prescribe and in doses likely to be effective. "Always ask the pharmacist for a measuring spoon if you buy a liquid medicine," he adds.

He advises against buying ear drops, eye lotions and eye drops but recommends consulting a doctor for ear and eye disorders; he warns that use of infant powders and mixtures is usually unnecessary, ineffective or harmful and that teething applications are uscless because they are quickly washed away in the saliva. idea that a tonic can help anybody is just not true," he says. "Many over-the-counter tonics are based on the principle that if you belch and have your bowels opened then you are living life to the full. Some tonics are very expensive foods containing malt, wheat germ or bone-marrow. A popular 'tonic' these days contains 23.5 per cent liquid glucose which is no substitute for a well-balanced nutritious diet." He claims that too many disorders—some of them serious—are produced by taking too many vitamins.

On drugs used to treat the common cold he says that there is no evidence that antihistamines are of the slightest value and by "drying up" the respiratory tract reduce the natural barriers to bacteria. The only drugs worth taking orally are aspirin or paracetamol and they only relieve pain and fever. "To take a proprietary cold remedy which contains a decongestant, pain reliever, stimulant (eg caffeine) and an antihistamine is like taking a sledgehammer to crack a nut—a nut that is in any case virtually uncrackable."

On antacids, Dr Parish says the most expensive are not necessarily the best—calcium or magnesium carbonate, magnesium oxide and hydroxide being more effective than magnesium trisilicate and aluminium salts. Much more cvidence is needed that "expensive additions" such as co-dried gels and complexes of silicates really do anything useful.

Dr Parish warns that there is gathering evidence that pregnant women may run a risk from using vaginal deodorants as drugs enter the bloodstream more easily from mucous surfaces and experiments have shown that hexachlorophane applied to rats' vaginas can damage unborn rats.

# Boots' toiletries shares are still rising

Chemists' unit sales have risen in 15 of 39 product categories of toiletries and cosmetics during the first six months of 1976 compared with the same period in 1975. But when Boots' share of these increases is discounted other chemists have per centage increases of total sales in only six categories: hair setting lotions and gels adding colour; cleansers; toners and astringents; hand creams and lotions; fresheners/deodorants for feet and men's complete razor sets for wet shaves.



Dr Peter Parish

Detailed data comes from IPC magazines' mid-term survey, based on response from a sample of the female population between 13-64 years old.

From six-monthly survey results since mid-1973, recently apparent trends appear to continue. These include marked increase in usage of eye make-up, rouge, blushers and shaders, moisturisers and skin nourishers, toners and astringents and spot removers.

The greatest market shares for "all chemists" were depilatories (78 per cent), make-up remover pads (73 per cent), setting lotions and gels with colour (68 per cent, but a "cautious" estimate) razor sets (65 per cent), home perms (64 per cent) and cleansers (61 per cent).

Shares for "all chemists" were between 60-31 per cent of total markets. Shares for chemists other than Boots were between 37 per cent (home perms) and 10 per cent (perfume essences—usually gifts), with Boots' shares alone between 56 per cent (eye make-up remover pads) and 12 per cent (perfume essences).

# Independents' sales rise half 'all chemists' increase

Sales by chemists and photographic goods dealers during June were some 14 per cent higher than the same period last year, compared to a 13 per cent rise for businesses generally. However, independent chemists' sales increased only 7 per cent compared to an 11 per cent rise for all independent retailers. The new index for all chemists is now 207 (1971=100), independent chemists 185, all retailers 187, and all independent retailers 174. Figures for multiple and co-operative society chemists are not given, and NHS receipts are excluded from the calculation.

# **Another Vantage group**

Some 20 "independent retailers" have recently been advertising in the photographic Press as "the Vantage group". They say in the advertisements that they are "the type of people who put their customers first and can give expert advice. . . Due to Vantage's vast buying potential our

prices can match anyone". Most branches are sited in East Anglia, but coverage stretches into North London, Hertfordshire, Kent and Bedfordshire. Vestric Ltd, who use "Vantage" as the name for their special wholesaling and management services to retail pharmacists, say they are "looking with interest" at the new group.

# Parke, Davis make plans to deal with drought

Parke, Davis & Co are currently looking at ways of conserving water as the drought conditions continue in South Wales.

At present only domestic supplies are cut off each night in the affected areawhich covers most of Gwent, Mid and South Glamorgan, and certain places near Brecon—but local industry is expecting a 50 per cent reduction in supplies from the end of the month if the situation does not mprove. The Welsh National Water Development Authority is understood to be looking at a system of priority users which may include the food industry, hospitals, and pharmaceutical manufacturers.

Parke, Davis, who use about 250,000 gallons of water a day, have already reduced their intake significantly. A spokesman for the company told C&D that hey had tentative plans to deal with the problem of keeping production going if here were a large scale cut—they estimated hat a cut of up to 20 per cent could be accommodated without any serious probems. They were also looking at the possipility of boring a well to provide water.

Other sectors of pharmacy appear to have been unaffected as yet. Sterile pro-lucts units in local hospitals are still perating, and retail pharmacies have their vater cut off with domestic supplies, but hat is only after normal shop hours.

# Portrush pharmacy destroyed in 'blitz'

The business premises of J. C. W. Boggs Ltd, PhC (The Medical Hall) in Main Street, Portrush, co Antrim, were destroyed ast week—one of 16 premises so wrecked when ten bombs were planted in the area. Mr Gerald Macauley, the pharmacy's owner, typified the attitude of traders in Portrush the next day when, speaking pefore television cameras, he said the own's business life was not going to be leterred by terrorist destruction and vioence. Portrush would sprout from the ishes like a phoenix, he added.

# **BPC** amendments

Amendments to the British Pharmaceutical Codex 1973 Supplement 1976 have been published by the Pharmaceutical Press, 17 Bloomsbury Square, London WC1. Effecive August 16, the amendments refer to entries on chlorotetracycline hydrochlorde, colistin sulphate, insulin injection, nacrislab (131I) injection, mefenamic cid, methicillin sodium, nystatin, propranolol hydrochloride, stilboestrol, vipryonum embonate, betamethasone valerate ream, hydrocortisonc lozenges, thioacetanide reagent, aluminium glycinate, amoxyillin trihydrate, beclomethasone dipropionte, halquinol, creams, and sodium chlorde and dextrose powder compound.

# Overseas news

# Summer leads to problems for Hungarian pharmacies

Many of Budapest's pharmacies close for weeks or even months in the summer with the result that those remaining open are inadequate to meet consumer demand. Long queues are common.

There are 211 chemists in Greater Budapest, which has a population of about 2 million. In a recent week 34 were shut of which four have been closed for over a year because of staff shortage. Another 23 with a small turnover are closed temporarily and their staffs working in larger pharmacies during the holiday season. According to Radio Budapest the staff shortage is causing great difficulty for the public, particularly in the out-lying districts. July and August are the most difficult months because of the peak in staff holidays. One year-round problem is that about 90 per cent of trained pharmacists are women so there is always a proportion on maternity leave or drawing child-care allowances which means they cannot work.

According to the central planning figures, 200 pharmacists graduate from the universities each year but do not make good the losses caused by retirement; some of the newly-qualified graduates accept jobs in other professions. The country has 22 distribution centres for pharmaceutical product but fewer than 100 newcomers are assigned to these centres each year.

When pharmacics were nationalised in the early post-war years there were 242 in Budapest. The newspaper, Magyar Hirlap, writes: "Perhaps the best indicator of the acuteness of the problem is that in the past five years the consumption of medicine has increased by 10 per cent while chemists have decreased by the same amount."

# Indian plan to phase out brand names for drugs

The Government of India is considering the abolition of brand names for drugs in stages. As an experimental measure it will request the manufacturers to put generic names of the drugs for only a few ailments such as headaches, cold, or fever; the impact of the generic names on the public will be monitored before proceeding to the next step of doing away with the brand names of 13 drugs as recommended by the recent Hathi Committee.

More details of the Committee's thinking was given by its chairman, Mr J. Hathi. Speaking earlier this month he suggested that the use of the generic name was as good as the brand name, but the Committee had felt it better to recommend proceeding slowly towards brand name

abolition, beginning with 12 drugs.

On research and development by foreign firm, Mr Hathi said India was prepared to accept it from any company

in the world, provided the knowledge gained would enable the domestic industry to become self-sufficient. Consumption of medicines in India was merely Rs 7 per capita—against Rs 200 in other countries -and even that was mainly urban areas. Because of shortages, the Committee had identified 117 essential drugs for mass production which could be "farmed out" to all pharmaceutical units; the idea, however, was not to prevent foreign companies from producing drugs, but because of their research know-how and experience, foreign companies were able to produce bulk drugs and these could then be formulated into finished products.

The Hathi Committee had suggested a national drug authority not as a matter of principle, but to expedite the licensing of new capacity. It had also urged the public sector units—the Indian Drugs & Pharmaceuticals Ltd and Hindustan Antibiotics Ltd-to manufacture a larger number of bulk drugs; if domestic production was to reach Rs 8,000m, the public sector would have to step up its production.

# Arabs to get pharmacy goods at cost

King Khaled of Saudi Arabia has decreed that a company be set up worth £160m to supply his country with consumer commodities at cost, according to a radio broadcast from Saudi Arabia, picked up in Nicosia, Cyprus.

The company will be owned by the government who will supply all the capital. Much of the imports and exports will be foodstuffs but it is believed that cosmetics, baby powders and many other pharmacy products will be included in the goods to be sold. All these goods will be sold at cost "in order to fight inflation," the broadcast added.

# US ban on dye and solvent

The US Court of Appeals has upheld the Federal ban on Red Dye No 2, which until last year was the country's most widelyused artificial colouring for cosmetics, drugs and food. The three-judge panel upheld a Federal District Court decision of February 6 that allowed the Food and Drug Administration to ban the colouring.

It was argued that the industry should be allowed to continue using the dye until safety questions had been resolved. But a lawyer representing the Administration commented that the ban was legal and proper to protect public health because the industry had not proved the dye safe.

The Food and Drug Administration is to propose banning the use in cosmetics, foods and drugs, the solvent TCE-trichloroethylene. It has been shown to cause liver cancer in mice in tests conducted by the National Cancer Institute. The first move would be to ban its use in food.

# Toilet roll sales control

An official announcement in Accra makes it an offence for anybody to sell or buy toilet rolls from undesignated kiosks, pharmacies, commercial houses or supermarkets. Toilet rolls have been added to the list of specified commodities as provided for in the Specific Goods Decree.

# Practice and premises allowances in new NHS contract proposals

Details of the proposed revision of the NHS contract have been published by the Pharmaceutical Services Negotiating Committee. The proposals (outlined on p184) are to be discussed by a conference of Local Pharmaceutical Committee representatives in London on November 21 and resolutions for inclusion in the conference agenda must be submitted by September 27. The text of the PSNC proposals is reproduced in full below.

### **Introduction**

The following resolution was carried at the conference of Area Chemist Contractors Committee representatives held on September 21, 1975:

"That the principles of the basic practice, ancillary and locum allowances be reintroduced into the new contract."

Since the 1975 conference a subcommittee formed by the Pharmaceutical Services Negotiating Committee to formulate proposals for the development of a new NHS contract has held eight meetings. The PSNC has now received the recommendations of the subcommittee and these have been accepted as set out in succeeding paragraphs.

The Committee continues to support the principle of the basic practice allowance and believes that recognition should be made of the time during which the pharmacist is available throughout his contract hours to provide a pharmaceutical service in the fullest sense.

The Committee is, however, equally concerned that urgent action be taken to stem the rate of pharmacy closures and, further, to encourage the opening of pharmacics in areas presently deprived of pharmaceutical services. If this objective is to be achieved, it is essential that the proposals distribute the global sum of money available in a more equitable manner than at present and that the proposals are capable of rapid implementation.

The Committee is very much aware that the current programme for reduced Civil Service manning levels must preclude the early introduction of a radically new form of NHS contract as envisaged in the above resolution. The Committee is therefore anxious to put forward proposals which it hopes will be accepted as simple but effective and wishes to emphasise that the development of the new contract will progress on the basis of a continuing dialogue with Local Pharmaceutical Committees and the Department of Health in future years.

The Committee therefore makes the following proposals.

### Basic practice allowance

The basic practice allowance to be introduced in the form of an additional oncost payment on the following basis:

On all prescriptions dispensed between

9,000-12,000 per annum (750-1,000 per month), an additional 10 per cent oncost.

On all prescriptions dispensed between 12,000-15,000 per annum (1,000-1,250 per month), an additional 5 per cent oncost.

The effect is to establish a differential oncost payable on a prescription band of 9,000-15,000 per annum. The class 1 fee would remain unaltered and it is hoped that the present rate of oncost would continue to be paid on all prescriptions. If, however, there is no reduction in the net ingredient cost inflation (currently running at 20 per cent per annum), it may be necessary to review the percentage rate of oncost in order to avoid a situation where the basic practice allowance could not be introduced because the greater part of additional balance sheet money is being paid out in the ever increasing amounts of oncost. This could defeat the redistributive object of the proposal.

But it is probable that any reduction in the percentage rate of oncost would only compensate for the rise in net ingredient cost so that the total amount paid in oncost in any one year would not be less than the total amount paid in the previous year. Thus, the effect of a reduction in the percentage rate would be to eliminate growth in total oncost payments and allow that part of balance sheet money to be applied in the financing of this and other proposals.

Other fee scales would be adjusted by the usual negotiating process. There will be no change in the basis of discount deduction pending negotiations on the findings of the 1975 discount inquiry.

This proposal is based on the undermentioned considerations:

(a) That in view of the financial constraints currently operating in the public

sector, the negotiation of "new" money will be extremely difficult and therefore any new contract proposal will represen a redistribution of existing balance shee money updated by agreed indices. "New money in this context means the introduction of additional money to the balance sheet following agreement with the Depart ment of Health on a new basis of determining NHS remuneration—for example the premises allowance (see below).

(b) That in 1977 no contractor dispen sing the same volume of NHS prescrip tions as in 1976 would receive less NHS remuneration than in 1976. The implica tion is that 1976 remuneration would con tinue to be distributed on the same basis but the greater part of the additiona money becoming due in 1977 would be distributed as the basic practice allowance through the differential oncost mechanism This would give larger percentage increase. to contractors with smaller NHS dispen sing volumes but contractors with large NHS dispensing volumes would receive larger cash increases. In effect, the rate o increase to contractors with smaller NHS dispensing volumes would be accelerated and the rate of increase to larger contrac tors slowed down.

(c) That the basic practice allowance scale can be raised to any level considered appropriate in succeeding years and, in necessary, converted to a fixed allowance. The proposal is based on an additional sum of money which is forecast to become due in the balance sheet in 1977 in the light of present inflationary trends.

(d) That the basic practice allowance is introduced at the level of 9,000 prescriptions per annum (750 per month) as contractors with dispensing volumes smaller than this and meriting assistance in the

# Effect of basic practice allowance being effective January 1, 1977

Group Rx nos.	2 7,800-15,599	2/3	3 15,600-23,399	4 23,400-31,199	5 31,200-43,199	6 43,200+
Average Rx nos. 1977 NHS inco	12,500	15,600	19,000	27,500	37,000	60,000
Additional	£	£	£	£	3	£
oncost 9-12,000Rx 10.0% 12-15,000Rx	387	387	387	387	387	387
5.0%	32	194	194	194	194	194
Basic practice allowance All Rx:	419	581	581	581	581	581
fees @ 24.5p Oncost @	3,062	3,822	4,655	6,737	9,065	14,700
10.5%	1,693	2,113	2,574	3,725	5,012	8,127
1977 total 1976	5,174	6,516	7,810	11,043	14,658	23,408
total	4,535	5,660	6,893	9,977	13,424	21,768
1977 increase %	£639 14.09	856 15.12	917 13.30	1,066 10.68	1,234 9.19	1,640 7.53

Note: oncost based on net ingredient cost of 112.17p per Rx in 1976 and 129.00p per Rx in 1977.

ublic interest will be catered for under ne essential small pharmacies scheme.

(e) That, if early action is to be taken, he proposal and its financial effect on harmacies must be easily understood by ontractors and easily administered by the Department.

Subject to the foregoing remarks regardng the possible adjustment of the rate f oncost, the table on p188 illustrates the ffect of the scheme if introduced with

ffect from January 1, 1977.

The difficulty of balance sheet forecastng in an extremely fluid financial situation ffected by net ingredient cost increases nd a number of items under negotiation eads the Committee to conclude that the asic practice allowance should be introluced with Departmental agreement as arly as possible and if necessary, with a eduction in the rate of oncost as xplained, in order to achieve the desired bjective. It is important that the Commitee makes a commitment to a time scalehere is little point in producing a proposal which could prove impossible to implement because the mechanism of the existing ystem (through higher oncost payments) s working continuously to defeat it.

### Premises allowance

The 1975 conference approved the prinsiple of the premises allowance to be introluced on a basis equal to the NHS turnover percentage of the total turnover of he pharmacy applied to the annual rent and rates. In respect of freehold premises notional rent would be determined by he district valuer for reimbursement on a similar basis.

The allowance would represent a further step in moving NHS remuneration away from the average "per prescription" basis and relating it to costs actually incurred. t would benefit those pharmacies where NHS turnover represented the major part of total turnover and those pharmacies in high cost areas. The allowance therefore gives proper emphasis to NHS dispensing.

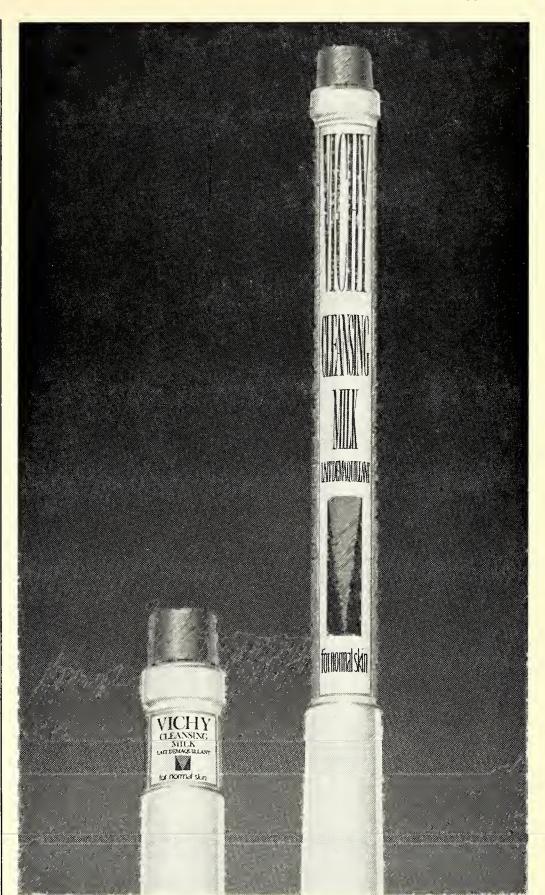
The allowance involves a change in the basis of allocation of rent and rates from the present area basis to a turnover basis. This involves not only the redistribution of existing money but also an increase in the total cost to which the Department of Health is currently unable to agree. The question has been referred to independent consultants for further investigation and a report will be presented to the conference.

# Second pharmacist allowance

The subcommittee wishes to recommend in principle the introduction of a second pharmacist allowance. A specific allowance for the employment of a second or assistant pharmacist could be payable to contractors having a NHS prescription volume exceeding (say) 2,500 per month. Proof of employment would be required before payment could be made. Allowing for the fact that a proportion of the second pharmacist's time would be spent in retail activity, the following scale might be considered:

Scale
payment
£1,500
£2,500
£3,500
£4,500

Continued on p190



# Look what happens to Vichy on T.V.

Our latest TV campaign has just increased consumer sales in the Midlands by 179%.\* So we're running the same authentic testimonial commercials in London. Starting in mid September. And we're sure they'll have the same effect. For information or stock call Alan Rundle Tel. 01-492 0265. 1-11 Hay Hill, London W.1.

# VICHY SKIN CARE

dermopharmaceutical preparations. Available only in chemists.

\*Independent Retail Audit.

# **New contract** proposals

Continued from p189

Payment could be made at a flat rate of £125 per month plus 10p for each prescription dispensed in excess of 2,500 per month.

The balance sheet global sum currently includes approximately £7.5m in respect of second or assistant pharmacists and this money is at present distributed as an average payment per prescription of 2.5p. It is therefore proposed that from this money an allowance should be paid to reimburse the additional costs incurred by those larger contractors prepared to employ an assistant pharmacist. The Committee believes that through the payment of such an allowance an incentive should be given to increase employment opportunities for pharmacists in those pharmacies where the volume of NHS dispensing justifies additional professional supervision.

### Pre-registration graduate allowance

Following lengthy negotiations between the Committee and the Department, it has been agreed in principle that an allowance of £1,000 per annum will be paid for each student employed to contractors providing pre-registration training. The allowance will be first paid in respect of the academic year 1977-78 and it is hoped that it will provide an incentive to the employment of trainees in private pharmacies. The Committee will be holding further discussions with the Department on the administration of the scheme which will be reviewed annually to consider the numbers of trainees and the size of allowance.

### **Essential Small Pharmacies Scheme**

The Essential Small Pharmacies Scheme was approved by the 1975 conference and subsequently submitted to the Department after amendment in the light of conference comments. Discussions have been held with the Department to consider the working of the scheme and much additional detailed information has been supplied including numerous examples of payment calculations together with the accounts of the relevant pharmacies. The Committee is anxious to reach agreement on the scheme with the Department so that its introduction may be effected at an early date.

# Terms of Service

Revised Terms of Service were submitted to the Department for agreement following acceptance by the conference. The Department is giving consideration to the proposals and it is hoped that a progress report will be given to the conference.

### Hours of Service Scheme

Following conference approval the revised Hours of Service Scheme was submitted to the Department in October 1975. The Department subsequently replied in March

1976 that, whilst there is no objection in principle to considering a revision of the scheme, the situation is affected by the Government's counter-inflation policy as set out in the White Paper "The attack on inflation". This makes it clear that any improvement in non-wage benefits, eg reduction in hours, has to be offset against the limit on pay increases. The Department has therefore stated that in its view there is a strong case for postponing discussion of a revised Hours of Service Scheme until times are more favourable.

The Committee has replied that the revised wording of the Scheme in relation to the hours of business would not in practice result in any change in the hours worked by pharmacy staff for existing salaries. The Committee has further requested that a start be made in the detailed examination of the proposals with a view to entering into joint discussion which need not be delayed by the interpretation of pay policy.

# Shopfitting round-up

### Greater clarity from new Lonsto range

The range of equipment in the prescription receipting-indicator system produced by Lonsto (International) Ltd, Lonsto House, 1 Princes Lane, London N10 3LU, has been extended by the introduction of Series 80 (£178-£500, according to configuration).

The indicator panel in the new series has been completely redesigned, with improved clarity given to the numbers by the figures being printed white on black. The number change is now driven by electronic motors, as opposed to the previous coilshunt relay system which required more careful operator control; the synchronised numeral change concludes with a predetermined "buzz" to attract attention.

A further innovation is the introduction of the Series 80 indicator panel with random number selection facility—not only is there sequential use, but by the addition of the relevant control console-numeric or alpha-numeric—the operator can call forward any receipt docket at will.

The company say the Series 80 equipment is already in use by a major multiple pharmacy chain. The complete range of equipment will be shown at the Shopex Exhibition, Brighton, September 19-23, and complimentary entrance tickets are available from Lonsto.

Convex mirrors from new security division Crown Arrow Co, 8 Gatelodge Close, Round Spinney, Northampton, have recently formed a security division, and their first products are now being marketed—a range of convex security mirrors, available in a number of diameters from 16 to 34 in. Each mirror comes complete with a universal plate and a multi-angle knuckle joint to achieve the angle required. The company, who also market record and tape storage, say the mirrors are competitively priced-£16.50 for the 24 in diameter-and quantity discounts are available to purchasers.

### Storage brochure

A new brochure giving details of their multi-purpose storage and materials handling systems has been produced by SSI Fix Equipment Ltd, Kingsclere Road, Basingstoke, Hampshire RG21 2UJ. Entitled "Volume utilisation", the brochure is divided into sectors which illustrate the company's products including containers, shelving, small box pallets container units for benches, and the Safix cupboard and cabinets range which can house the smaller sizes of containers.



Batch counting by weighing
A new "counting by weight" device, which is claimed to be in the order of 10 times the speed of other methods, has been introduced by International Electronics Ltd, Ewood Bridge, Haslingden, Lancashire.

Priced under £750, the Gravitron Autocount is designed specifically for use with the company's range of balances, and provides a permanent printed record of weight and quantity, and automatic or manual entry of unit weight; the only limitation on the system is the weight uniformity of the items themselves. There are also facilities for taring of containers, batch counting and totalling of any number of batches, and quantities removed from the batch on the platform of the balance can be printed out in red; for costing, the value of the batch is printed out after the item cost has been keyed in.

Lonsto (International) Ltd's new Series 80 indicator panel (right) together with the alpha-numeric console control unit for random number selection



# People

Dr Peter Parish, senior medical research fellow, Medical Sociology Research Centre, University College, Swansea, and visiting professor in social pharmacology, University of Minnesota, USA, has been appointed to a third chair at the Welsh School of Pharmacy, UWIST, Cardiff. Dr Parish is to address the BP conference, St Andrews, on September 14.

Mr J. C. Bloomfield, a member of the Pharmaceutical Society's Council, is to visit Australia in October as Lilly guest speaker for 1976. The visit has been sponsored by Eli Lilly & Co on the recommendation of the Pharmacy Guild of Australia, and the Pharmaceutical Society of New South Wales, who will act as hosts. As 1976 is the centenary year of the Pharmaceutical Society of New South Wales, the Guild has merged its 1976 Sydney seminar into a programme organised by the Society. The theme will be "Pharmacy in a new age" and Mr Bloomfield will speak at each of three sessions. Arrangements have also been made for him to speak at similar seminars in Brisbane, Canberra, Adelaide and Melbourne. Following the Australian tour, Mr Bloomfield will accompany the president and secretary of the Pharmaceutical Society of New Zealand on a tour of branch members in New Zealand's South Island. He will speak to joint Society/Guild meetings in Dunedin and Wellington, before returning at the end of October.

### Deaths

Aldous: Recently, Mr Alfred Aldous, MPS, 28 Ferndale Road, Coal Aston, Dronfield, Sheffield. Qualifying in 1928, Mr Aldous ran his own pharmacy in Sheffield until a few years ago when it closed down due to housing redevelopment.

# News in brief

- A 70,000 sq ft SavaCentre will be the main unit in a new 250,000 sq ft shopping centre to be constructed at Hempstead, about four miles south-east of Chatham. SavaCentre is Sainsbury's and British Home Stores jointly-owned subsidiary established to develop their hypermarket interests. Building is expected to start in November, with completion planned for autumn 1978.
- A revised version of Notice No 704 (Retail export scheme) is being issued by Customs & Excise, King's Beam House, Mark Lane, London EC3. It describes the personal export and over-the-counter schemes which allow goods to be relieved of VAT when sold by a registered trader to an overseas visitor or other entitled person for export. There is no radical change in the content of the notice but the material is presented in a sequence which should be more helpful to traders.

# Topical reflections

BY XRAYSER

# Age concern

Some of the problems of the elderly are highlighted in the article on p156. According to Age Concern England, many pensioners are suffering great inconvenience because of the continuing closure of pharmacies. The over 75's are inconvenienced because of the shrinkage in the number of pharmacies, and high bus fares and cuts in public transport schedules have made it even more difficult for old people to manage. The report refers to the effect of slum redevelopment, and while that description may be applied in some areas, it is the lack of redevelopment which is a principal cause of many of the closures.

The individual independent pharmacy of many years' standing is the likely casualty. The owner may have spent a large part of his working life in attending to the pharmaceutical needs of a community. All his capital is invested in property, stock and fittings, and as the area around him crumbles, there is little he can do other than cut his losses and seek employment. The population has dwindled, and the much more mobile doctor has been in a position to follow his patients, perhaps by means of a branch surgery.

If the pharmacy is company-owned, and one of many, its closure might not be so catastrophic. It may even weather the drought until "redevelopment" takes place. But so often redevelopment is preceded by long and gradual decline, followed by the provision of increased car-parking facilities. If, by chance, the developers regard the area as a prime site and throw up a massive complex, the individual pharmacist will probably find—if he has survived—that the costs are quite beyond him.

All that I have said of the pharmacist applies also to other shopping facilities, except that food looms larger on the wants list than does medicine, and the small grocer's shop may survive longer. The pathetic appearance of decaying housing areas almost wholly populated by the elderly should arouse concern in a wider field than that of the organisation mentioned.

# Backlog

The continuing efforts of the pricing bureaux to come to terms with the volume of prescription-pricing must arouse frustration and perhaps some sympathy on both sides. It is natural and right that those who have provided an efficient pharmaceutical service should expect to be paid for their outlay in labour and materials, and I am quite sure that there is nothing would give greater satisfaction to those who make up accounts than to feel that they were getting on top of the work. It is satisfactory to learn on no less an authority than that of the Pharmaceutical Services Negotiating Committee that its own Central Checking Bureau has found the accuracy of pricers 'pleasingly high."

The Committee goes on to say that the aim must be to obtain 100 per cent accuracy and that that is more important than speed in pricing. With that I entirely agree, and the PSNC states that the answer to the problem is increase of staff. Again, that is the answer, but Governments have always taken a poor view of what they stigmatise as unproductive work. I was interested in the view expressed that a return to the small local pricing bureau close to the area served would be favoured by our negotiators. I have, myself, found further delay since the larger unit came into being.

Scientists of the biology group at Atomic Energy Research Establishment, Harwell, Oxfordshire, claim to have produced a production scale electrophoresis system for fractionating a wide range of biologically active materials and to have tested it under continuous running conditions. Recoveries of up to 95 per cent of such compounds from mixtures have been reported in the prototype plant, and the group's immediate aim now is to identify production applications for the technique.

# Trade News

### Cash register companies co-operate

A new organisation, Cash Register Associates, has recently been formed to supply, service and advise on leading makes of cash registers. The organisation comprises over twenty independent cash register companies, having branches throughout the British Isles and each operating over a given territory.

Cash Register Associates say their objective is to enable these independent companies to join on various operations—such as training of technical staff—to the mutual benefit of the retailer. They "intend to set a high standard of service, thus winning the confidence of the retailer, who over recent years has become increasingly frustrated at the poor quality of service received from some sources."

Companies within the group are retaining their independence and, not being tied to any particular supplier or manufacturer, they will be free to recommend the most suitable equipment for each situation. Most handle all leading makes of cash registers—both new and reconditioned. All equipment supplied by a member of the group will be able to be serviced, wherever it is installed. Names of member companies and branches are available from Cash Register Associates, 22 Hardwick Road, Hildenborough, Tonbridge, Kent.

Norlestrin packaging change

The Petipac presentation of Norlestrin has been discontinued by Parkc, Davis & Co, Usk Road, Pontypool, Gwent NP4 8YH, and replaced by a wallet pack (£0·33) containing the foil strip of 21 tablets.

Eraldin recall note repeated

Imperial Chemical Industries Ltd, pharmaceutical division, Alderly Park, Macclesfield, Ches, have written to all pharmacists and wholesalers reminding them that all stocks of Eraldin tablets in broken or unbroken packs should be returned. They are asked to return a reply paid card and



Babysoft twin packs have been redesigned in white, pink, primrose and, for the first time, lilac or blue. Lilac will be available throughout the UK but not in Northern Ireland, where blue is being introduced by Jeyes (UK) Ltd, Brunel Way, Thetford, Norfolk the company's representative will then call to arrange reimbursement.

Framcort lotion to go

Framcort lotion is being discontinued and Fisons Ltd pharmaceutical division, Derby Road, Loughborough, Leics LE11 0BB, anticipate that existing warehouse stock will be cleared by the end of this month.

Fresh & Dry beach towels

Consumers are being offered a 60 x 30 in orange beach towel, with the name "Fresh & Dry" woven into it, for £2.95 plus a button from any acrosol can of the antiperspirant. The offer, from Bristol-Myers Co Ltd, Stamford House, Station Road, Langley, Slough SL3 6EB, is open until October 30.

Guy Laroche and powerboats

Drakkar, "poised on the brink of a marketing push in the UK", is to sponsor the Royal Motor Yacht Club's Needles Trophy race on August 22. A drakkar was a type of Norse warship, renowned for its speed and efficiency in battle, and the event, the first to carry the Drakkar name, is expected to attract a major entry from among the world's top drivers. Parfums Guy Laroche, Parin Ltd, 14 Grosvenor Street, London W1X 9FB, hope this will be the start of the company's involvement with sport and particularly powerboating.

Sperry Remington win a bronze

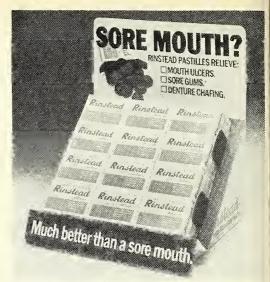
A 30-second commercial for the Sperry Remington 850 super dryer styler was awarded third prize—a bronze—at the Cannes International Advertising Film Festival. The film was the first used by the company to promote hair care appliances in the UK and the theme "Remington present the impossible—the fastest hairdo for women". Sperry Remington Consumer Products, Apex Tower, Malden Road, New Malden, Surrey, estimate more than half the UK population saw the film.

Innoxa Gingham girls

On August 23 Innexa will be introducing a promotion to selected outlets in Chester, Belfast, Preston, Liverpool and St Helens. Already thirty towns have experienced the "Gingham fortnight", during which a Jewelfast lipstick is offered free with any £1.50 purchase of Gingham fragrance. Girls in brown and white check will be distributing leaflets on how to enter a competition and in each town the winner will receive a £20 cheque. Local radio is covering the campaign, which is also being backed by life-size posters of Gingham girls for window display, and a new counter display unit. Over forty "major selling outlets" have been selected, say Innoxa (England) Ltd, Innoxa House, 436 Essex Road, London N1 3PL.

Supermarket ads in women's magazines

The lead time for late mono advertisements in *Woman's Realm* has been cut to three weeks from the on-sale date of the magazine. IPC Magazines Ltd, King's Reach Towers, Stamford Street, London SE1 say that as a result the magazine, which has a readership of nearly 3-million shopping housewives, "becomes an eminently viable proposition for stores, supermarket chains and other advertisers working on a short lead time for copy".



A display unit from Plough (UK) Ltd, Penarth Street, London SE15 1TR, backs the August national television campaign for Rinstead Pastilles

### Ambre Solaire at the sea

Until the end of August 130 seaside cinemas are showing commercials for the Ambre Solaire range, from Golden Ltd, 18 Bruton Street, London W1A 1BX.

### Floret sold out

Reckitt Products, Reckitt House, Stoneferry Road, Hull HU8 8DD, announce they are unable to accept further orders for Floret during the 1976 "season", due to an unprecedented level of sales.

Ovysmen

The low-dose oral contraceptive recently re-introduced by Ortho Pharmaceutical Ltd (July 24, p98) is named Ovysmen 0.5/35 [corrected note].

# on TV next week

Ln—London; M—Midlands; Lc—Lancashire; Y—Yorkshire; Sc—Scotland; WW—Wales and West; So—South; NE—North-east; A—Anglia; U—Ulster; We—Westward; B—Border; G—Grampian; E—Eireann; CI—Channel Island.

Anadin: All areas
Andrews Liver Salis: Ln
Blue-guard: Lc, Y, NE
Crest: All except G, E
Divi-dent: All except Ln
Elnett hairspray: All areas
Euthymol Original: Ln, So
French Almond: Y, So, NE
Fresh & Dry: All except E
Fresh 'N' Clean: Y
Gumption liquid: Ln, So, A
Hard as Nails: Ln, M, Lc
Immac: All areas

Imperial Leather foam: All except E

J cloths: Ln, So, A

Maybelline lipsticks: All except U, E

Mum: All except E Nice 'N' Easy: M PLJ: All except U

Radox showerfresh: All except U, E

Ribena: All areas Rinstead: All areas Steradent: All except E Sure: All areas

Tegrin Herbal: All except E

### The Mavala 'jet set'

The autumn nail laquer range from Mavala consists of international cities: Durban, Sydney, Toronto and Algiers. Colours (£0.49) are bright red, plum pearl, brown and creamy pink respectively.

Next month, stockists who take a display stand from Mavala Laboratories Ltd, 139a New Bond Street, London WIY 9FB, are being offered a 10 per cent reduction on initial orders. The red and white plastic unit (£33.06) contains 38 shades of laquer plus base coat and top coat.

### Television for Fresh 'N' Clean

Yorkshire Television will be carrying a Fresh 'N' Clean commercial from August 16 to October 8—the first time in Britain. The lavatory cleanser was introduced to the UK in October 1975 by LR/Sanitas Ltd, Sanitas House, Stockwell Green, London SW9 9JJ.

### Homefresh market test

Airwick Homefresh (£0.32 $\frac{1}{2}$ )—being marketed in London, Southern and Midlands regions—carries a 24p per case bonus until September 11. Packaging has been redesigned to improve shelf life and impact, and is white with a sealed face card. Jeyes (UK) Ltd, Brunel Way, Thetford, Norfolk, say their "winter house fug" commercial, which took the product to brand leadership in test areas last Autumn, will be seen on London and Southern Television over October-November.



### Numark promotions

Numark national promotions August 23 to September 4 will be advertised in the national and regional Press, and in certain areas on television. They will include Sunsilk hairspray, standard and large; Wilkinson Bonded blades, Brut 33 Splash-on lotion, Alberto Balsam shampoo and conditioner, Denclen liquid denture cleaner, Farleys rusks and Complan. Details from ICML, 51 Boreham Road, Warminster.

# Parke, Davis supply in Northern Ireland

Parke, Davis & Co, Usk Road, Pontypool, Gwent, have issued the following statement to make their current stock position clear. The statement was issued following a meeting of the company's Irish marketing manager, Mr F. J. H. Hanson, and Irish field manager, Mr T. A. Gray, MPSNI, with Mr H. Porter, secretary, Northern Ireland Pharmaeeutical Contractors Committee, last month concerning the supply position in the Province.

"Complaints have been received mainly related to the supply of Chloromycetin ophthalmic preparations—all manufactured in our sterile unit at Pontypool manufacturing laboratory—and Ponstan. The irregular supplies have resulted, in part, from measures taken to increase the production of these preparations in our South Wales factory.

### Improvement

"The flow of supplies of Ponstan capsules have been causing severe problems over the last few months but we are pleased to report that production has greatly improved within the last few weeks and this increase in supply is now coming through into the market. In order to speed up the flow some finished product utilising capsules not over-printed 'Parke-Davis' is being despatched to customers. The product remains unchanged and only a small number of capsules are affected. This temporary measure does illustrate the urgency with which we have tackled the situation.

"Due to a growing inability of the sterile area of our factory in Pontypool to cope with the increasing demands placed upon it, it was decided to effect several improvements all of which necessitated a close-

down. The work took longer than expected and a back-log of demand built up whilst this essential work was undertaken. The unit is now upgraded and working to its expected productivity. This back-log of demand, however, has still to be met and although Chloromycetin Redidrops are being supplied in increasing quantities it will be a few weeks before we are in a situation to fully meet demand.

"Progress with Chloromycetin ointment 4g is unfortunately likely to be a little slower but every effort is being made to re-establish continuity of supplies."

The statement continues that the company are aware of the importance of good communication and to that end they have arranged to liaise regularly with the Committee. "Meanwhile our representatives will do everything possible to keep you fully informed.'

One question frequently raised was why the company had not covered the shortfalls in supply by importing from America or another manufacturing unit. "Unfortunately, this does not provide a quick answer because their methods of manufacturing pharmaceutical preparations, the machinery employed, the product names, capsule colours and so on may vary and could necessitate amendments to our product licences. This can be even more time consuming than waiting for supplies to be increased from the original source.'

The statement concludes: "Parke, Davis and Co apologise for any inconvenience caused to their many loyal customers in Northern Ireland. We are doing all we can to increase supplies of our products to match the ever increasing damand. This is our objective and this we are now beginning to do."

# Who's taken off your shelves

Your customers.

But more important, who's putting the Denclen back on your shelves?

In some areas of the country, up to 20% of chemists remain out of stock for some while.

Because Denclen sales are 50% up this year, but chemists' stocks aren't.

The public complains to us, but what can we do?

Only ask you, please, to CHECK YOUR DENCLEN STOCK NOW!

# DENCLEN

THE FASTEST GROWING LIQUID DENTURE CLEANSER ON THE MARKET

# oducts

# Cosmetics and toiletries

September Quant

An "air-conditioned" foundation, Super Natural (£1.25) is being introduced in light, beige, dark and bronze shades, by Mary Quant. It can be worn with face powder giving a matte or sheeny effect, and is said to be formulated with esters which allow the skin to breathe. A soft lip shine (£0.70) is being launched in the Special Recipe range, with six "subtle" shades wild heather, orange blossom, geranium, sunflower, walnut and crystal clear: It "conditions and protects" with emollients such as almond oil and waxes, and comes in a pot, for application with a finger or brush (Myram Picker Ltd, Hook Rise South, Surbiton, Surrey KT6 7LU).

Bronnley milk bath

Foaming milk bath (£1 65), with English fern fragrance, is being introduced by Bronnley. It is a soft powder which foams milky white on contact with water, and a measuring spoon is included in the milkwhite pack. Bronnley say it "deeply cleanses and softens the skin, aided by its



natural milk content—an age old beauty treatment in the latest form" (Bronnley & Co Ltd, 10 Conduit Street, London W1).

Revion shine lips

The Natural Wonder range is to include super shine lip gloss (£0.60) from the end of this month. Shiny shades, peach, apple and chestnut, plus "just shine", a clear gloss, can be worn alone or over lipstick, for added depth and shine", say Revlon.

The Revlon autumn look is based on muted tones of blue, plum and turquoise, to balance the heavier fabrics and bolder colours of autumn fashions. At the end of August super frost shadows (£1 00) will include ambered rose, slate blue and teal green shades. Waterproof creme shadows (£1.60) darkest blue, warmest raisin, deepest turquoise, and moisture creme lipsticks (£0.98) baked berry red, burnt russet,

smoky plum, are also being introduced, to complete the "dark fantastics" look (Revlon International Corporation, 86 Brook Street, London W1Y 2BA).

Swedish Formula moisturiser

Max Factor are adding purified under make-up moisturiser (4 oz, £1.45) to their hypo-allergenic range, Swedish Formula. The light, fluffy cream contains silicone fluid which is said to help "isolate the skin from make-up particles" whilst acting as a base for make-up. It is being presented in pink plastic jars for sale mid-October.

Four shades are being added to purified lipsticks (£0.77) under the Swedish Formula label, in mid-September. They are pink chestnut, red walnut, hazelnut and gingernut (Max Factor Ltd, 16 Old Bond Street, London W1X 4BP).

Ultima II nail collection

Couleur extraordinaire (£1.75), a nail enamel range formulated with acrylogen, is being introduced by Ultima II at the end of August. They say it gives "a perfect blending of the benefits of acrylic resin and collagen derivatives" by being chip resistant and conditioning the nails. Twelve cream and nine frost shades are available, including five new cream colours and three fresh frost colours.

Other nail care introductions—cuticle and nail creme with collagen 100 (£1.75), Quick & Gentle remover (£1.25), super acrylic base coat (£1.50) and super acrylic top coat (£1.50)—complement the enamel formulation (Ultima II, Revlon International Corporation, 86 Brook Street, London W1).



# Important announcement from Reckitt Products

Recent hot weather conditions have led to an unprecedented sales level for Floret which it would have been impossible to forecast. Although we have been able to increase our production capacity by 40% in an attempt to meet the consumer demand, we find we are now unable to obtain further raw materials in order to continue production.

It is with extreme regret therefore that we must advise you that we are unable to accept any further orders for the 1976 season. At the same time, every effort is being made to cover for future eventualities of this nature, so we can continue to be of service to our customers.

# From a molecule to a medicine under contract

# Company profile

MINNESOTA 3M LABORATORIES LTD

manufacturers and packers bound in industry, but in pharmaceuticals ere can be few organisations capable of king a product right through from a olecule in the research chemist's mind a finished medicine in the pharmacist's

Such a service can be offered by Minesota 3M Laboratories Ltd, who have volved not only a broad expertise in all e required development and production ages but a number of unique skills in rms of chemical manipulation and pharaceutical presentation.

3M (Minnesota Mining and Manufacring Co, St Paul, USA) took over Riker aboratories in 1970 and formed Minnesta 3M Laboratories Ltd. The pharmacist familiar with both Riker prescription edicines and Minnesota 3M Laboraories' range of over the counter products, ut the contract side of the M3M business as become an integral part of the comany's operations based in Loughborough,

### ulk sales

he chemical and bulk sales department f Minnesota 3M Laboratories Ltd is resonsible for all pharmaceutical contract ork and was originally established to tilise spare production capacity, but was oon to become an end in itself. With the troduction of new plant and developent facilities, a complete molecule-toroduct service can be offered to the ompany's customers.

If a pharmaceutical company has a nolecule with known pharmacological ctivity, M3M can develop a pharmaceucal form, undertake small scale manuacture for use in clinical trials, prepare

pilot batches for full scale evaluation, and eventually manufacture and package the finished product.

# Medicinal aerosols

The company's speciality is, of course, pressurised medicinal aerosols. Riker developed the world's first—the Medihaler and M3M still claim to lead the field in terms of aerosol development. An associated company supplies all the aerosol components, including metering valves.

Aerosol technology is highly specialised and forms a major part of the work of the pharmaceutical development department at Loughborough, where the aerosol filling equipment is a small scale version of the main manufacturing plant. It can be used to fill as few as 50 units per batch for initial formulation work or up to 2,500 as part of the scaling-up process.

Stability and function testing of the aerosols made is an integral part of the development programme and specialised equipment is used for colour assessment and particle size measurement. M3M have developed an original method for stimulating in vivo performance of inhalation aerosols. They believe they can save a company new to the field of medicinal aerosols up to two years development time.

The liquids and semi-solids development section has recently been re-equipped with the latest pilot scale mixers and homogenisers, and facilities exist for the manufacture and development of most liquid preparations in batch sizes up to 100 litres. In the main production area a batch size of 4,500 litres is possible, again using the latest equipment. For development of solid dosage forms a highly sophisticated array of equipment is available. The

laboratories are fully equipped to carry out stability testing, with environmental rooms at different temperatures.

The main manufacturing areas can handle hard gelatin capsule filling, tablets (including sugar and film-coated) and liquids. In all areas equipment is available to keep pace with today's rapidly changing technology. There are no facilities for sterile manufacture, with the exception of aerosols, but customers' sterile material can be packaged. All departments are backed by a strong analytical team, again operating with the latest equipment.

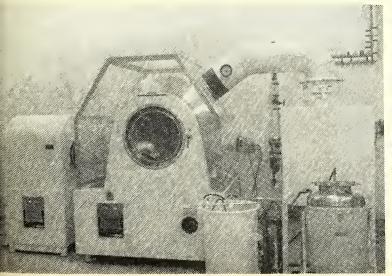
Packaging facilities are available, the latest introduction being a Partena blister packaging machine, the same line providing cartoning and wrapping facilities.

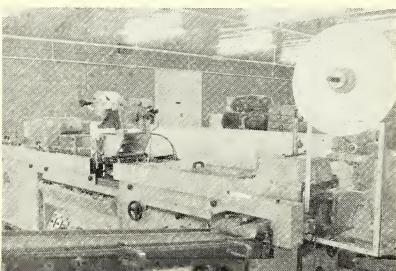
### **Custom synthesis**

In the chemical works, custom synthesis is not limited to pharmaceutical molecules and intermediates—paint, photographic, printing and plastics are among other industries served. In addition to custom synthesis, M3M offer a range of products including adrenaline, heparin, hippuric acid, isoetharine, isoprenaline and associated compounds. Many of these involve low-pressure hydrogenation, a process for which the company is particularly well equipped. About half the output is of the standard range of products the rest being custom synthesis and about 55 per cent (in terms of value) goes for export.

For the future M3M see an expansion in the pressurised aerosol market over the next few years, led by a new generation of "prophylactics". No doubt their name will continue to feature prominently in this area where much of their proven

his Manesty Accela-cota tablet film-coating machine forms part The Partena CC06B blister-packer, a recent introduction, can f the large-scale production capacity available at Loughborough produce in excess of 20,000 trays per day





# O.K. What do you



HEALTH & SAFETY

"Don't Forget HASAWA" booklet (35p).

Slides "Hidden Dangers" with script (£15 plus VAT) - or hire (£5 plus VAT)



SALES PROMOTION AND DISPLAY TRAINING
Instructor's course manual (£5) Course handouts (£2.50) Slide Talk "Dispak" (£
plus VAT) or hire (£7 plus VAT). Video programme "Blowing your own Trumpet"
pros and cons of different forms of advertising.



MARKET RESEARCH & SALES FORECASTING
Instructor's Course Manual (£5). Course handouts (£2.50) Video programme
"The Crystal Ball" to introduce smaller retailers to elements of sales forecasting.



INSTRUCTIONAL TECHNIQUES
Instructor's course manual (£5)
Handouts (£2.50) Video programme on
visual aids entitled "Putting it Acros



RECRUITMENT, INTERVIEWING AND SELECTION Instructor's course manual (£5).

Course handouts (£2.50).

MANAGEMENT TRAINING
"Managers to Measure" (35p) a book of
recommendations for management
training. "Coaching for Management",
a pocket leaflet (5p).



TELEPHONE ECONOMIES
"Seconds Count" a video programm
encourage economic use of the
telephone.



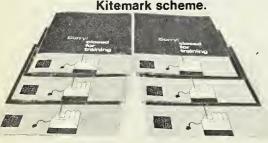
PRODUCT KNOWLEDGE

"Men's and Boys' Wear" and "Women's and
Girls' Wear" (£1 each) notes for sales staff
and students. A video programme

"Standard Questions" deals with the
Kitemark scheme.



"Stepping out in Distribution" a range of careers information leaflets covering the main branches of the industry (5p each). "The Graduate in Distribution" a care booklet for polytechnic and university students (15p). "Courses in Distribution a booklet detailing all courses relevant to the industry (65p). "The Young Manage and "Going our Way" two 16mm careers films also available on cassette.



"Sorry Closed for Training", a booklet on providing short training sessions for staff (5p).



SMALL BUSINESS

"Mind Your Own Business" a useful handbook for the management of a small business (70p).



TRAINING RECOMMENDATION 
"Train to Buy" a booklet on training buy 
in retailing and wholesaling (25p).

# vant to know?

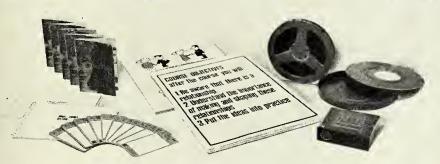


SECURITY
Instructor's course manual (£5)
urse handouts (£2.50) "Help Yourself"
6 mm colour film or video cassette.



METRICATION

Booklet "The Metric Shop" (75p) Slide/Talk "Metpak" with cassette or reel (£16 plus VAT). Course manual (£2.50) 16 mm film "Measure for Measure", also on video cassette.



SALES TRAINING
Two course manuals "What About Selling & More About Selling" (£5 each).
Flip charts or OHPs for use with manuals (£7 plus VAT). Exercise stationery and reminder cards (50p plus VAT). Training recommendations book "Face to Face" (20p). 16 mm colour film or video programme "Sit in on Selling".

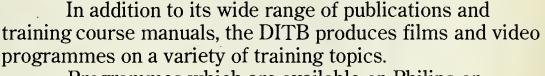


Instructor's course manual (£5).
Course handouts (£2.50).
Audio cassette (£2.50 plus VAT).

**PLANNING PROFITS** 



IMPROVING COMMUNICATIONS
"Using Words" a cartoon video
programme about written
communications.



Programmes which are available on Philips or Sony U-matic cassettes can be purchased (£30 plus VAT) or hired from the Board's Film and Video Library (£3 plus VAT). Films cost £90 (plus VAT) to buy or £5 (plus VAT) to hire.

To purchase publications, films, video programmes etc complete and return the form below to Information Department, DITB, MacLaren House, Talbot Road, Stretford, Manchester M32 0FP.
All orders for less than £5 must be



SYSTEMATIC TRAINING guide book "All Systems Go" (20p) and stationery for installing a training em-job definitions, staff appraisal etc.



TRAINING RECOMMENDATION
About Clerical Training" a booklet to
help improve your firm's clerical
performance (25p).

# You know training pays

accompanied by cheque or postal order.

I wish to order		
	and enclose £	
Name (Block letters)		
Company		
Address	All the second s	,

**Distributive Industry Training Board** 



# Westminster report

# Pharmacy dispensed Eraldin until June

The case of a Birmingham man who was on Eraldin until June this year—although it was withdrawn a year ago from general use—was raised in a Commons adjournment debate on the drug last week by Mr Sydney Tierney.

Mr Tierney said the patient's prescriptions were mostly repeated by telephone without him seeing his doctor. "He discovered the facts about Eraldin from his chemist... For some months, his chemist had queried whether he ought to be on the drug. In June, when he went along to his chemist with his prescription, he was told that the stocks of Eraldin had run out and that he would need some other kind of prescription on future occasions." The patient then notified the doctors at his medical centre of the ban on the drug.

Mr Tierney called for efforts to be made "to improve communications, to find out to what extent the drug is still being used, to ban its use, to determine what stocks chemists still hold, and certainly to take action to get the stocks withdrawn." He also asked for an official inquiry "to maintain public confidence and to ensure justice and fair treatment," and claimed that there were many more suffering from adverse effects of Eraldin than the authorities had found.

Replying to the debate, Mr Alfred Morris, Under-Secretary of State, Department of Health, referred to the Birmingham patient and said it was for a doctor to decide on the appropriate treatment for each individual patient. However, he was surprised that Eraldin should have continued to be available through retail pharmacy until that time; he would ask his Department to undertake an urgent investigation, "and I shall not hesitate to take any necessary action".

The Department, in consultation with the Committee on Safety of Medicines, was giving careful and detailed consideration to the possibility of establishing a monitoring system on a limited scale to record any symptom developing in patients treated with a new drug. That said Mr Deakins, would be instead of relying on the suspicions of doctors as to whether a particular symptom was drug-related. On the question of a public inquiry, however, he said it would be open to the Medicines Commission to recommend that one should be held, although the Department felt there would be little to be gained by holding one at this stage.

# Price check achievement

The Price Check Scheme substantially succeeded in its aims, Shirley Williams, Secretary of State for Prices and Consumer Protection, told the Commons last week.

In reply to a question Mrs Williams

said: "The Price Commission's latest report covering the retail prices of items in the scheme in June shows that of 47 groups of products in the scheme the prices of 15 had remained static within half of 1 per cent, 16 had increased by less than 2 per cent, and 6 had gone up by more than 2 per cent but less than 5 per cent allowing for rounding. The prices of 10 groups of products had fallen. "The scheme has substantially succeeded in its aims and I would like to express my gratitude to all those who have taken part in it; the trade associations who recommended the scheme to their members or constituents, the manufacturers and providers of services who agreed to hold their prices, and the wholesalers and many thousands of retailers, both large and small, who have ensured that price restraint by manufacturers is passed on to the shopping

The scheme comes to an end at retail level this weekend (last week, p158).

# US evidence on solvents 'being evaluated'

Mrs Joyce Butler asked what action the Department of Prices and Consumer Protection intended to take regarding the use of chloroform and trichloroethylene in drugs, coffee and cosmetics in the UK, in view of the chloroform ban and proposed trichlorethylene ban on such products in the USA.

Mr Robert Maclennan, Under-Secretary of State, replied that the recent carcinogenicity study on chloroform carried out by the US National Cancer Institute was being evaluated by the relevant expert advisory committees together with data on other long-term studies. "I am advised, however, that the American tests produced no clear evidence that chloroform in the amounts used at present constitutes any hazard to human health." In addition the Food Additives and Contaminants Committee was reviewing the regulations governing the presence of solvents in food, and would include chloroform and trichloroethylene in that review.

# **Metrication assurance**

Assurances on metrication were given to consumer organisations last week by Mr John Fraser, Minister of State for Prices and Consumer Protection.

Replying to a parliamentary question from Ioan Evans, Mr Fraser said: "I am happy to give the assurances sought by the National Consumer Council and other organisations. Firstly, the Government accepts that there is a danger that metrication might be thought to be responsible for higher prices and that it is important that consumer confidence be established in this respect. Wherever necessary the Government will be prepared to use its powers under the Prices Act to freeze prices during changeover periods. The need to use these powers can be examined during the consultation procedure which is specifically required under the Weights and Measures Etc (No 2) Bill before individual orders can be brought

"Secondly, as regards the suggestion for a metrication monitoring unit, the Government accepts that it is important that queries and complaints by consumers are promptly dealt with and monitored, and against the background of the need for restraints on public expenditure and man power, is examining ways and means of doing this. The possible role of voluntary consumer groups is also being considered.'

"The Government recognised, as did the trade themselves, that special promo tions of goods prior to or during a changeover period could lead to confusion for the consumer. "During the consultation procedure leading up to an individual order the Government will be prepared to seek the co-operation of the trade in ensuring that this confusion is avoided," he added

# National Dried Milk sales 54,000 packs a week

The latest available figures show issues on National Dried Milk, both free and by sale at clinics, at an average of 54,000 packs a week in England, Mr Eric Deakins Under-Secretary of State, Department of Health, stated in a written Commons answer. These figures related to the quarter ended March 27; returns for the quarter ended June 25 had been received from 15 per cent of area health authorities which showed that issues were "rather over 60 per cent" of issues for the previous quarter.

Answering other questions Mr Deakins stated that three months' notice of termination of all contracts for manufacturing NDM had been given on July 29. Presenstocks for issue to AHAs totalled 1¼ packs, and sales and free issues would continue until a date in 1977 to be announced; "any surplus thereafter will be realised at the highest prices obtainable," he added.

☐ In his announcement that NDM was to be phased out next year (last week, p162), Mr Deakins stated that to help families to meet the higher costs of buying modified proprietary brands, the income level at which families can receive free milk and vitamins is to be increased on November 15. The price of a 20oz NDM pack will also be increased on that date from £0.20 to £0.40 and there would also be rises in vitamin tablets for expectant and nursing mothers (per container) to 10p from 6p, and children's vitamin drops (per bottle) from 5p to 8p. The increases were due to increased raw material and production costs.

# **New employment subsidy**

Mr Albert Booth, Secretary of State for Employment, has announced further action to help unemployed young people. He explained to the Commons that the new measures would include the replacement of the £5 recruitment subsidy for school leavers—which ends on September 30—by a new youth employment subsidy of £10 a week, which will be paid for up to six months to any employer recruiting a young person under 20 who has been registered as continuously unemployed for six months or more. The scheme will be limited to those engagements occurring during the six months from October 1, 1976, to March 31, 1977.

# **Letters**

# Why Council took action on 'the' in title

As a relatively newly elected member of the Society's Council, may I be allowed to reassure Mr Ralston of Liverpool and Mr Rathbone of Dyfed (Letters, last week, p172)? Council has not lost its common sense nor does it accept one law for the

rich and one for the poor.

As I am the owner of a single small pharmacy I definitely fall into the latter category and have no special relationship or sympathy for our colleagues from Nottingham. Mr Fergusson was referred to the Statutory Committee because he refused to accept that the introduction of "the" on his fascias was likely to create an invidious distinction between his company (which is, incidentally, a small multiple with several branches) and other pharmacies owned by people like you and I.

The Boots organisation has quietly acceded to the Society's wishes on the use of the word "the" and now to the best of my knowledge no longer displays its legally registered company title of "Boots the Chemists Ltd" on its fascias anywhere within the UK.

Clearly, when Mr Fergusson failed to respond after considerable negotiation to the Society's suggestion that he should adopt a similar policy with regard to his own fascias, the Council was left with no alternative but to refer the matter to the Statutory Committee for consideration. In other words, we sought to ensure that the policy already adopted by Boots with regard to fascias was not ignored by Mr Fergusson to the detriment of ordinary pharmacists like you and I.

I hope this letter enables C&D readers to have a little more confidence in their Council, which is determined to see fair play for all members of the profession.

**Graham Walker** Spalding, Lincs

# **NPU** and the 'multiples'

In C&D, August 7, Xrayser deliberately chooses to misunderstand what I said in reply to the resolution from West Dorset, concerning membership of the National Pharmaceutical Union. By so doing he has possibly produced some confusion.

So far as the word "multiple" is concerned the NPU uses the simple dictionary definition, "more than one". Any member therefore who has two or more pharmacies is by definition a "multiple". In his original letter Mr Clark made reference to the 'truly independent" and in the eyes of the NPU this refers to the proprietor pharmacist who owns one pharmacy which he runs himself, without any company or partnership involvement. According to this definition only about half of our members are truly independent.

However, I would like to reassure

Xrayser that the other half is very far from being composed of large multiple chains. The majority are partnerships and small companies involving groupings of two or three pharmacies. Multiple chains, recognisable as such by the public, account for less than 6 per cent of total NPU membership. I trust this factual statement will allay any fears which may have been aroused.

**Donald Royce** Chairman, NPU **Pontefract** 

# Interaction not overlooked

In your article "A mark 2 patient record system" (July 10, p54) I am rather puzzled by the record card illustrated for "Harry Black". He appears to be taking a tricyclic antidepressant (Lentizol) at the same time as the monoamine oxidase inhibitor (Parstelin). Should this have been pointed out? I am very worried about this W. M. Ewing ient".

Whitefield, Manchester An error of transcription, we regret! Mr Balmford has referred back to the original card from which "Mr Black's" drug history was extracted and there is a "stop" against the Lentizol. He recalls that the prescriber, when contacted, had said that it had only been taken for 10 days and he was satisfied that it was safe to start the MAOI-Editor.

# Medicines sales monopoly

Would all chemists who support my efforts to obtain a monopoly in the retail sales of medicines, please write to me.

I received a tremendous response to my previous requests in the pharmaceutical Press and to my comments on the radio. I must thank all the pharmacists who replied to me.

You may have heard the comments on the "Today" programme on BBC, by Age Concern who are concerned by the number of chemist's shops closing down. We now have the general public on our side, let us capitalise on this, and force Parliament to review the sale of medicines in our favour—I hope!

Grocers have no business selling medi-'Geraint Davies' cines.

23 Wordsworth Drive Sutton, Surrey

# Eye drop labelling

Please may I implore all those responsible for the labelling of eye drops given to patients on discharge from eye hospitals to make absolutely sure that the contents are quite clearly shown on the label.

I recently received a prescription from a general practitioner for eye drops of phenylmercuric nitrate 0.002 per cent. This arose because the bot!le shown to the doctor had a label which read "contains Phenylmercuric Nitrate 0.002 per cent"this was the only part of the labelling which was at all clear.

It was most fortunate for the patient that the self same bottle was brought to the pharmacy, which on closer examination showed that the hospital label had been stuck over the manufacturer's label, which, upon removal of the hospital label, showed that the eye drops, of Macarthys' manufacture, were atropine sulphate 2

per cent. To make absolutely sure I rang the ward sister who assured me that the patient had been discharged on eye drops of atropine sulphate 1 per cent. Is there a need for routine checking of eye drops given to patients on discharge from eye hospitals? R. B. Knowles

Barlaston, Stoke-on-Trent

# Medicines delivered

With reference to your report on Age Concern (last week, p156), a scheme has been in force in our village, organised by the local Civic Trust, which appears to

work very simply and well.

Envelopes have been printed reading "Rolleston Trust—Prescription' Civic which are obtainable from the Post Office in the village. The patients leave their FP10 in the envelope with the postmaster from whom they are collected by one of 25 helpers each afternoon, Monday to Friday. The name and address of the patient is written on the envelope which is then taken to any pharmacy of the helper's choice, and when completed delivered to the patient's house with the envelope attached to the bag.

In the two years that this scheme has been running there have not been any "snags", and over 1,000 envelopes per year

have been dealt with.

With 25 helpers and a five-day week this only involves each one with one duty in five weeks, and this is organised on a rota so that it is always on the same day.

If any rural organisation where there is no pharmacy requires further information, I should be pleased to supply it to them.

H. S. Yates 11 Alderbrook Close Rolleston on Dove Burton-on-Trent DE13 9AH

# ASA rules against Cow & Gate baby milk claim

A claim in Cow & Gate's Press advertisements for Premium baby food has been changed after the Advertising Standards Authority upheld a complaint.

The latest report from the Association, reporting on cases resolved in May-June, and published this week, states that the claim that the product "comes closer than any other baby milk to a mother's own milk," was queried by a person in Birkenhead in the light of rival advertising for SMA Gold Cap that "no food is closer to breast milk." The Cow & Gate copy was amended to read "our closest yet..."

A member of the public disputed the description on the label of a Boots product as greaseless hairdressing for men in the complainants' experience, the product was greasy in use. However, the product was examined by the Authority's medical adviser who said that since the formula contained no greasy or fatty substances the claim could not be disputed.

A complaint by three members of the public against a leaflet promoting a special offer for Shield soap with the headline "May we give you sixpence for your body?" and illustrating a nude female taking a shower was not upheld; the leaflet was not considered offensive and nudity was relevant to the product advertised.

# With New Unison women aren't the only ones to get greater satisfaction.

You will.

Because nothing sells better than a really good idea.

Unison has a positively ribbed surface that gives greater satisfaction to women and so, in turn to their male partners.

New Unison, although a ribbed protective, in no way sacrifices its contraceptive qualities.

That's why we're promoting it as 'the male contraceptive for women'.

From September, a large exciting campaign

will appear in national press and male interest publications.

And, of course they'll be eye-catching point of sale material.

You know how fast Durex sells and the margins it makes for you. Well Unison can't fail to do better.

Isn't that a satisfying thought.



The male contraceptive for women.

# rofessional Pharmaceutical Society of Great Britain

# 'Slave labour' danger in employment grants

"slave labour" in general practice establishments was referred to by Mr D. N. Sharpe at the Pharmaceutical Society's

Council meeting last week.

Mr Sharpe was discussing & recommendation by the Education Committee that no change be made in the current approval procedure relating to the establishments providing preregistration experience. The committee had discussed the possibility of including the appearance and conduct of the non-professional part of a pharmacy within the approval procedure; it had also been suggested that an assessment by the inspectors could be included and a photograph supplied for any establishment in which there might be a problem.

While the Committee were agreed that it would be in the interests of preregistration graduates to obtain experience only in establishments of an acceptable professional appearance, it was appreciated that the Dickson Judgment meant that the Society would not be able to implement a condition relating to the non-professional part of a pharmacy if there was no direct effect on the professional activities. A practical difficulty would be to establish objective criteria, particularly in borderline

Mr Sharpe found it very difficult to accept that the Education Committee could resolve to make no change in the current procedure where any pharmacy or any establishment, without any relation whatever to its appearance, could be registered particularly in regard to the Statement Upon Matters of Professional Conduct.

### Effect of grant

If a grant were made in the near future that would be an inducement to certain pharmacists who would involve themselves in employing "slave labour". The current preregistration salary was £2,500 and upwards; a grant of any size would reduce that sum considerably, to the level that some shop assistants were being paid. Thus there would be an added inducement to employ preregistration students without the Society taking the necessary steps to ensure that the establishment was of a standard that Council would approve. Mr Sharpe moved that the recommendation be referred back to the Committee and Mr C. C. Stevens seconded it.

Mr J. Bloomfield opposed the reference back. The Committee had discussed this matter at length; everyone wanted the best standard of pharmacy practice where preregistration students got their training, but the disagreement was in regard to how that could be achieved.

Dr D. H. Maddock also opposed the reference back. The Statement Upon Matters of Professional Conduct clearly stated certain things which were very easy

The possibility of pharmacists employing to monitor, such as signs and notices, wording on business stationery, and so on. To try to draw a series of criteria once one got outside the professional element of a pharmacy and started considering the commercial element would be almost

> We must rely on people like Mr Sharpe who went round to persuade these people to change their ideas. We can do it on a personal basis, but any form of legislation would be asking for trouble," he added.

> Mr J. E. Balmford, Education Committee chairman, said that Mr Dale, head of the law department, had been asked for his views and had said that one should still rely on reports from inspectors. Unless the particular aspect of the business to which objection was being taken could be shown to interfere with the proper conduct of the pharmaceutical department, then he felt it would be unwise to take it into consideration. He believed that if the matter were referred back the Education Committee would come to the next Council meeting with the same result. The reference back was lost.

# Registration experience in industry

The Education Committee continued considering the proposal that the period of preregistration experience could be carried out entirely in either industry or a school of pharmacy. It was accepted that the current requirement for preregistration experience in industry was one factor affecting the recruitment of pharmacists into the industry, but was not necessarily the most important one. It was also noted that as the law stood at present pharmacists could occupy positions of sole responsibility in general practice or hospital pharmacy immediately after registration.

After a detailed examination of all aspects of the problem it was decided that at present no change should be made to the requirements. The Committee took the view that the circumstances would be different if a period of acclimatisation could be introduced immediately after registration during which a pharmacist would be unable to take a position of sole responsibility in any aspect of practice. It had not been possible to obtain the appropriate legislation in the past but it was agreed that the possibility of introducing such a period should be investigated further.

Preregistration graduates and the pharmacists responsible for supervising their postgraduate experience are to be informed that an ability to communicate in the English language is to be one of the criteria upon which the responsible pharmacist would decide whether the graduate is suitable for registration at the end of the year. The Education Committee also felt that it would be useful to discuss, at the meeting of the heads of schools of



Mr David Sharpe

pharmacy, the proficiency in spoken English of some overseas graduates with British pharmacy degrees.

Mr D. Lewis, secretary and registrar, reported that the president, Mr J. P. Bannerman, together with the presidents of the Royal College of Veterinary Surgeons and the British Veterinary Association, had a meeting with Dr Gavin Strang, Parliamentary Secretary, Ministry of Agriculture, Fisheries and Food, on July 15, to discuss the proposed merchants' list for animal medicines in connection with the implementation of Part III of the Medicines Act 1968.

The Society is to make further representations to the Government concerning the lack of pharmaceutical representation on the Royal Commission on the National Health Service.

Mr D. Dalglish expressed disappointment that the Society had received, by way of a reply to its letter to the Prime Minister, a letter which had been sent to medical organisations. He hoped that strong representations would be made on the matter. The Council agreed.

Mr Lewis reported that Parke, Davis & Co had informed him that, in accordance with the president's encouragement to members not to stop selling the products which he had advised should be subject to additional controls, Benylin with codeine would be offered for inclusion in the company's over the counter cough preparations 'parcel", in order to assist pharmacis's in reaching minimum order quantities, but no bonus will be offered on it. The Society had been advised of the Company's proposals in order to avoid misunderstandings.

# Eye-drop instructions

The comments are to be sought by the Practice Committee from major manufacturers of eye-drops on the suggestion that a leaflet, bearing advice to the patient on the use and storage of eye-drops, could be included with eye-drops. The general practice subcommittee considered a leaflet which Kirby Pharmaceuticals already included with its eye-drops, and used that as the basis for the advice that would be recommended to other manufacturers.

The subcommittee continued discussing the question of health centre dispensary sizes, being concerned that the dispensary sizes which the Department of Health was PSGB Council meeting

# Health centre dispensaries

Continued from p201

planning to include in its schedule of accommodation for health centres might not be realistic. It was pointed out that, because of costs, sizes should not be larger than was necessary. However, it was accepted that it would be unwise to agree to figures in a schedule which might be too small, even though the Department had stated that those figures were not immutable. It was agreed that the matter should be investigated further.

The Council approved suggested arrangements for a collection and delivery scheme by Warrington pharmacists in the Birchwood area of Warrington New Town to serve the needs of the population prior to the opening of a pharmacy, providing it was made clear that the pharmacist would not necessarily be the person to make the collection and delivery. Inquiries are to be made about the long term provision of a pharmacy.

### Index of hospital contacts

The North West Thames Regional Health Authority has produced an index of all hospitals in the region, giving details of telephone numbers and persons to be contacted in the case of problems encountered in dispensing prescriptions written in hospitals on forms FP10(HP). The subcommittee recommended that the development be reported to a meeting of regional pharmaceutical officers with a view to encouraging such action in other regions.

The Practice Committee considered the views of the hospital pharmacists group committee and the general practice subcommittee on the illustrated lecture on prescription writing which the Society is preparing for delivery to medical students and junior hospital doctors. It was felt that, since the lecture should only be delivered on occasions when a pharmacist would be present to answer questions, it should only be offered as slides and scripts.

Representatives of the hospital committee and of schools of pharmacy running MSc courses in clinical pharmacy are to meet to discuss the requirements and problems associated with the organisation of such courses. The Committee felt that the current MSc courses relating to hospital pharmacy could be greatly improved if the academic part of the course could be more integrated into the practical training undergone by the student at the hospital. One of the main problems seemed to be that the courses were organised by academics who had no real hospital involvement.

The committee also discussed the question of the introduction of a PharmD degree in Britain. Doubts were expressed as to whether the development pattern of hospital pharmacy in the USA should be followed in Britain.

The Practice Committee considered a draft letter to be sent to the Department

of Health expressing the Society's concern that the role of the general practice pharmacist in health education seemed to have been disregarded in the consultative document, "Prevention and health: everybody's business" (C&D, March 20, p405).

Representatives of the Society are to meet the British Medical Association to discuss the Society's suggestion that advice should be given to patients when oral antibiotic preparations are to be dispensed. The Committee were told that the BMA considered it to be the responsibility of doctors to advise their patients, whereas the Society felt a leaflet should be issued to all patients when oral antibiotic preparations are dispensed. The Society's representatives will be Mr Kerr, Mr Stevens, Mr W. B. Rhodes and Mr M. Gordon.

The Society is to press for consultation with the Department of Health over the re-drafting of the documents HRC(74)20 and HRC(74)21 which deal with health centres and general practice pharmacy services. The Society feels that this would be a suitable time at which to comment on the consultation required over the siting of health centres. The Committee noted that the Government is tabling a number of amendments to Clause 9 of the Health Services Bill which will give adequate safeguards for pharmacists to dispense private prescriptions from health centre premises.

A statement explaining the relationship between currently available preparations of insulin is to be published by the Committee on Safety of Medicines in the next edition of *Current Problems*. The Practice Committee was informed that the Society's request that that issue be sent to all pharmacists, had been refused. Consequently, the Society is to prepare a statement for pharmacists to be published concurrently.

A strong warning letter is to be sent to a pharmacist who has been selling three bottles of Phensedyl each week to each of certain persons who were known to the police to be drug takers. The Ethics Committee was told that the pharmacist, although now realising that he had been "too kind", had told the Society's inspector that he thought three bottles a week to be not unreasonable.

### Control of advertising

In view of recent statements made by Dr David Owen, Minister of State, Department of Health, on controlling the advertising and promotion of medicines, the Committee considered that it would be suitable to publish the contents of a letter sent by the Society to Dr T. D. Whittet, chief pharmacist, Department of Health, in August 1975, setting out its views on advertising medicines.

The letter stated: "The Council consider that the dissemination of information to the medical profession by means of data sheets has had no effect on the quality or quantity of advertisements. If one of the objects of the issue of data sheets has been to curtail advertising then it has not been successful. The Council expressed concern about the type of advertising which continues to appear in the professional Press. The scientific and clinical content of many of these advertisements is minimal and they seem to be devoted purely to the increase of sales by means of 'impact advertising'. It is the Council's view that

there is room for considerable improvement in both the scientific and the clinical content of such advertising.

"It is noted that the Department will monitor advertisements but that associations will be expected to be primarily responsible for examining their members' advertisements. The Council is of the opinion that any examination of advertisements should be made independently of the industry, possibly by a body similar to that of the Advertising Committee of the Independent Television Authority.

"Information and sales promotion is mainly directed to the medical profession and the supply of information to pharmacists in general practice should be improved. In particular it is felt that where a company introducing a new product promotes it by calling a meeting of local medical practitioners in the area for that purpose then pharmacists should also be invited to attend.

'The Council noted that the Code of Practice of the Association of the British Pharmaceutical Industry in dealing with hospitality states that 'Entertainment and other hospitality offered to members of the medical and allied professions should be modest in nature and cost and always secondary to the main purpose of the meeting. It should not extend beyond members of the profession: it should be appropriate and not out of proportion to the occasion'. The Council believes that this rule is not always observed and that the way in which it is applied is worthy of examination. In particular, no gift or inducement, etc, should be offered to any person in order to effect the prescribing of a particular drug.

# Representatives' training

"Your letter referred to the selection and training of medical representatives and the Council agree that only suitably qualified persons subject to a professional code of conduct should be employed for this purpose. Pharmacists are the persons most fitted to carry out work of this kind. The scientific and clinical value of their education and training should not be underestimated. It makes them ideally suited for employment in this field.

"A pharmacist representative has, in fact, recently asked the Council for advice concerning prizes and other inducements which have been offered to representatives of his firm in order to encourage them to arrange as many pseudo trials as possible. The doctors who are to carry out these pseudo trials are also offered a fee in respect of each patient.

"The Council has also considered the question of samples and is of the opinion that these should not be carried by medical representatives but supplied by the company concerned on request only. The quantity of samples supplied should not exceed the amount necessary for the prescriber to familiarisc himself with the drug concerned. The only exception should be the carrying of a sample for demonstration purposes, eg a pressurised atomiser.

"The Society has long been opposed to any sales promotion which induces the public to buy more medicines than actually required. Indeed the Council did issue their own Statement to members of the Society 4 August 1976

# ompany

# **Smith & Nephew sales** p 20pc

ales of Smith & Nephew Associated companies Ltd in the 24 weeks ended une 19 were £65,137,000, a rise of 19.8 er cent over the corresponding figure for 975 (£54,390,000). Group profit before tax t £5,865,000 was 5.9 per cent up, and fter tax 2·1 per cent (£3,079,000).

It is reported that sales and profits of dala cosmetics and toiletries in the UK nd exports have improved compared with 975 and are compensating for losses in ne USA.

# **Record profit for Dixons** but net loss for Westons

record year is announced by Dixons 'hotographic Ltd—but Westons Pharmaeuticals retailing profits were turned into net loss with the closure costs of Barclay ine Chemicals. Dixons' overseas division ontributed 57 per cent of their net profits. n the 53 weeks to May 1, Dixons' total urnover was £69,388,000 and the net profit 5,215,000, compared with £60,115,000 urnover and £4,097,000 net profit in the revious 52 weeks. The 1975-76 figures are nade up as follows: retail turnover 36,769,000 (net profit £1,853,000), processng turnover £1,538,000 (£373,000), overeas turnover £31,081,000 (£2,989,000).

The above figures do not include the esults of Westons Pharmaceuticals Ltd and its subsidiaries which are reported eparately and are treated as pre-acquisiion in the group accounts. Excluding the nanufacture of pharmaceuticals, which vas terminated on May 1, Westons' turnover in the 14 months to May 1 was 55,362,000 and the net profit £1,960,000, compared with £41,818,000 turnover and 1,931,000 net profit in the previous 12 nonths. The 1976-76 figures are made up as follows: retail turnover £20,473,000 £491,000 net profit), wholesale turnover £33,241,000 (£1,100,000), manufacturing turnover £1,648,000 (£369,000).

Losses on pharmaceutical manufacturing operations amounted to £929,000, and after deducting extraordinary items of £1,457,000, the net loss of Westons and its subsidiaries was £988,000 (£130,000 profit in 1974-75). The extraordinary items include provision of £558,665 for the full terminal losses of Barclay Fine Chemicals Ltd and £1,034,516 for write-off of

The enlarged group has commenced a major retail expansion programme in both the UK and Europe. Following the successful launch of stores in Brussels and Antwerp, Dixons have agreed with Sarma Penney, a leading Belgian department store and hypermarket chain, to open Dixons shops-in-shops within nine Sarma hypermarkets. The first shop-in-shop is planned to open with Sarma's new store at Fontaine l'Eveque on September 1 and during the same month, departments in Nivelle and Sarmalux (Brussels) are scheduled to be launched. The remaining six are due to be opened one a month.

# Sangers' upward trend

An increase in turnover of 23 per cent in the period from the start of the financial year on March 1 to the end of July was reported by the chairman of Sangers Group, Mr Hugh Nicholson, at the annual meeting. He anticipated that this trend would be maintained throughout the year. An increase in profits should result although expenses continue to rise with inflation.

Turning to government policies, Mr Nicholson said: "The latest incredible idiocy which had been perpetrated is the government's expenditure cuts. The most important of these is not a cut at all; it is a pay roll tax of 2 per cent which will cost the company over £100,000 a year. The reason for any pay roll tax is to encourage people to economise at a time when labour is short. Economising in labour at the moment can obviously only increase the present high rate of unemployment".

# C&G leave Guildford

Cow & Gate Babyfoods Ltd are moving on August 16 to Trowbridge, Wiltshire BA14 8HZ (telephone Trowbridge 3611). The new address will apply to all orders, correspondence and inquiries. C&G say the move from Guildford will ensure a more effective operational structure and put them in close proximity with the babyfood manufacturing plants based in the West Country. The company has been associated with Guildford for more than 200 years.

# Bayer sales 6 per cent down

On a world basis, sales of the Bayer group in 1975 amounted to DM17,734m, a decrease of 6.1 per cent compared with 1974 sales due to the serious setback in the world economy. However, the demand for the company's pharmaceutical products has continued to rise, major contributions being made by the new preparations Canesten, Adalat and Airheumun. Sales of veterinary medicines were also satisfactory in spite of unusual factors and falling meat prices which tended to depress the market. A new product in this field is Bayo-n-ox, a growth promoter that is not based on antibiotics.

Bayer's current pharmaceutical research

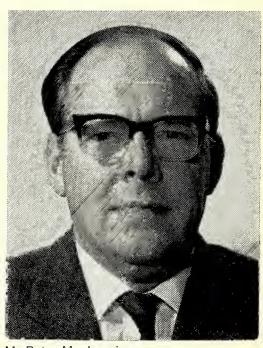
is concentrated on heart and circulatory diseases, metabolic disturbances and fungus diseases in addition to such traditional subjects as infectious and tropical diseases and cancer.

### Briefly

May & Baker Ltd have agreed a joint venture for the manufacture of pharmaceutical products with Federal Chemical & Ceramics Corporation, Board of Industrial Management, Pakistan. Under the agreement M & B products—including antitussives, sedatives, tranquillisers, anti-bacterials and anti-histamines-will be manufactured in an existing FCCC unit at Wah, near Rawaipindi. Quality control will be undertaken locally by the new company, which will have three directors from M & B and three from FCCC. Mr Louis Cruickshank, FPS, has been appointed the first chief executive.

Schering-Plough Corporation have declared a regular quarterly dividend of 25 cents per common share, an increase of 3 cents over the previous rate. This is the seventh increase in the past five years.

# **Appointments**



Mr Peter Mackenzie

Macfarlan Smith Ltd: Mr Peter Mackenzie, MPS, has taken up the new position of general manager and director, following the retirement of Mr G. Halliday, MSc, FRIC, former factory manager and director. Mr Mackenzie has served a total of 28 years with the company and was previously sales manager and director.

Smith & Nephew Associated Companies Ltd: Mr Stephen N. Steen relinquished the chairmanship on July 19 and has accepted the board's invitation to be president of the company. Mr Kenneth R. Kemp is the new chairman.

Wellcome Foundation Ltd: Dr Salomon Z. Langer has been appointed head of the pharmacology department at the Wellcome Research Laboratories, Beckenham. For the past seven years he has been director of the Institute of Pharmacology at the University of Buenos Aires.

# Market News

# Glucose price rise

London, August 11: Glucose products are increasing in price by £25 a tonne this month; the new rates are shown below, but the dates of application may vary between supplies. Among crude drugs dearer on the week were spot Cape aloes, cherry bark, henbane, hydrastis, lemon peel, podophyllum, senega, tonquin beans and witchhazel leaves. Lower in price were Canada balsam and cascara.

### Pharmaceutical chemicals

Acetic acid: 4-ton lots, per metric ton delivered— BPC glacial £242.50; 99.5 per cent £231; 80 per cent grade pure £214.50, technical £200. Bismuth salts: £ per kg.

	50-kg	250-kg
carbonate	9.80	9.75
salicylate	8.15	
subgallate	8.65	-
subnitrate	8.87	8_80

Borax: EP grades, 2-4 ton lots per metric ton in paper bags, delivered—granular £174; crystals £233; powder £191; extra fine powder £200.
Boric acid: EP grades per metric ton in 2-4 ton lots for British material—granular £225; crystals £306; powder £246; extra fine powder £256.
Calcium carbonate: BP light £125 metric ton.
Calcium gluconate: £1,115 metric ton.
Cerrous gluconate: £1,25 kg for 50-kg lots.
Ferrous gluconate: £1,395 metric ton delivered.
Formic acid: per metric ton delivered in 4-ton lots, 98 per cent £267; 85 per cent £222.50.
Glucose: (Per metric ton in 10-ton lots) monohydrate £209; anhydrous £410 (varying with importation charges); liquid 43° Baumé £195 (5-drum lots); naked £163 (tanker 14 tons).
Hydroquinone: One-ton lots £2.15 per kg; 500-kg £2.23 kg. \$2.23 kg.

Iron and ammonium citrate: Granular £903; scales

£990 metric ton.

Magnesium carbonate: BP per 1,000 kg; heavy £488; light £380.

Magnesium dihydrogen phosphate: Pure £1.5725 kg in 50-kg lots.

Magnesium hydroxide: (metric ton) BPC light Magnesium oxide: BP per 1,000 kg heavy £1,304; light £1,070 ignesium trisilicate: £528 metric ton. Magnesium trisilicate: £528 metric ton.
Sodium perborate: (per 1,000 kg) monohydrate
£411, tetrahydrate £242.
Sodium percarbonate: £326 per metric ton.
Sulphaquinoxaline: BVetC in 50-kg lots £8.05 kg;
sodium salt £9.10 kg.

Crude drugs

Agar: Spanish-Portuguese £4.50 kg spot.
Aloes: Cape nominal £1.14 kg spot; £1.10, cif.
Curacao nominal, £1.70 kg spot, £1.60 new crop

kg forward.

Balsams: (kg) Canada £12.40 spot, £12.00 cif for shipment. Copaiba: BPC £1.50 spot; £1.55 cif Peru spot £6.70 nominal, £6.50. Tolu £3.40 spot; £3.30 cif.

Belladanna: (metric ton) Leaves £1,400 cif. Herb

£650. Root no offers.

Camphor: Natural powder, £4.50 kg, in bond.
Synthetic £0.75.

Synthetic £0.75.

Cascara: £850 metric ton spot; £750 cif new crop Sept-Oct shipment.

Cherry bark: Spot £740 metric ton; £720, cif.

Cochineal: Peruvian silver-grey £13 00 kg, cif.

Colocynth pulp: £0.40 kg spot.

Dandelion: New crop for shipment £1.03 kg, cif.

Ergot: Portuguese-Spanish £1.50 kg spot; £1.40, Ergot: Portuguese-Spanish £1.50 kg spot;

cif.

Gentian: Root £1.48 kg spot; £1.42, cif.

Henbane; Niger £870 metric ton spot; £840, cif.

Honey: (per metric ton in 6-cwt drums, ex-ware-house) Australian light amber £550, medium £540, Canadian £730; Mexican £570.

Hydrastis: (kg) £9.40 spot; £9.20 cif.

Ipecacuanha: (kg) Costa Rica spot £4.10; shipment £4.00 cif.

ment £4.00, cif.

Jalap: Mexican, basis 15 per cent, £1.95 kg spot;

Kola nuts: Afloat £210; metric ton £195, cif. Lemon peel: Unextracted £1,650 metric ton spot; shipment £1,560, cif.

Lycopodium: Russian £5.20 kg, cif. Indian £4.50 Liquorice root: Chinese £190 metric ton.

Russian £280 spot; Block juice £1,130. Spraydried £1,050.

Lobelia: American £1,010 metric ton spot; £980,

Lobelia: American £1,010 metric ton spot; £980, cif. Dutch £950; £940, cif. Menthol: (kg) Brazilian £8.90 spot; £8.95, cif. Chinese £10.50 duty paid spot; shipment £9.40 cif. Podophyllum: Root £740 metric ton, cif. Sarsaparilla: £1,600 metric ton spot nominal; shipment £1,550, cif. Senega: (kg) Canadian £12.70 spot, £12.50, cif. Tonquin beans: Spot £1.13 kg; shipment £1.20, cif. (Angostura type)

cif (Angostura type).
Valerian: Indian root £840 metric ton spot; ship-

ment £820, cif. Witchhazel leaves: Spot £3.25 kg; £3.15, cif

# Essential oils

Anise: (kg) £16.00 spot and cif. Bois de rose: (kg) £4.50 spot.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press.

# PSGB Council

Concluded from p202

in 1966 requesting them not to support the products of the manufacturers who indulged in certain practices."

The Society is recommending that stocks of insulin injections should be stored in the non-freezing compartment of an efficient refrigerator. It had been reported to the Law Committee in July that inspectors had expressed the view that insulin in some pharmacles was not kept in refrigerators; it was doubtful whether, in those cases, the requirements relating to storage at a suitable temperature were being met. The inspectors had also drawn attention to the fact that samples of insulin were not taken under the NHS Drug Testing Scheme. Consequently, the Science Committee considered the storage conditions for insulin, as given in the official reference books, and information on the stability of insulin, and agreed that refrigerated storage was necessary.

The Council will continue to make representations wherever possible regarding the analgesics question. On the recommendation of the Organisation Committee it was agreed that branch secretaries be urged to arrange meetings with represen-

tatives of women's organisations and consumer groups where the Society's viewpoint would be explained and the Society's pamphlet used as background information to "refute misleading statements which have been made by those opposing the re-commendations." Efforts will be made to persuade people to write to their MPs and copies of the correspondence sent to the Minister of Health. Mr W. M. Darling thought that this procedure would enable the Minister to appreciate the volume of concern expressed by people other than pharmacists.

From 1977 onwards, accompanying members at the British Pharmaceutical From 1977 Conference are not to be charged the full Conference fee. The Organisation Committee considered that the difference between the fees for delegates and accompanying members should be not less than 10 per cent.

The August meeting of Council was the last to be held at 17 Bloomsbury Square. When he opened the meeting, Mr Bannerman commented that it was right to remind the Council of the enormous foresight of the Society's founders and the great contribution made to pharmacy by the staff of the Society and those who had served as members of Council.

# Post Scripts

Know your own shoplifters

Useful tip for retailers given at a merchandising school for hardware dealers: "If you're worried about 'shrinkage', pay a visit to your local court on shoplifting day. Take a good look at the public gallery, and remember some of the faces. That's where the thieves gather to learn to recognise store detectives."

Other quotes, published in a recent issue of C&D sister publication Hardware Trade Journal: "After talking to an elderly lady shoplifter, I realised that she was doing it because she was lonely. I invited her to come back, and she does, once a week, for a chat." Lecturer, "What do you call yourselves—salesmen?" Student, "No, Consumer consultants."

**Encouragement to emigrate** 

Last weekend the lead story in the Sunday Express was concerned with the "brain drain", and a director of a major international employment agency was quoted as saying that British industry is now the bargain basement of the world in the matter of pay. "We train possibly the best managers in the world and then we almost encourage them to emigrate."

A case in point was quoted earlier in the week by Mr Hugh Nicholson, chairman of the Sangers Group, in his speech at the annual meeting in reference to Mr Pelton, the finance director, who "without seeking it has been offered a job in California at a salary which, after tax, will give him approximately three times what he can get in this country. He is one of those executives who was getting over £10,000 a year when the last two pay policies started, so that during a period of two years he is only allowed an increase of £4 a week, or less than 2 per cent, which after tax becomes less than 1 per cent." During this two year period, however, the cost of living went up by 40 per cent.

Multiplied many times in other companies, the net result is that essential senior staff are being greatly discouraged. To quote the Sunday Express again: "In 18 months' time it is going to hurt when we shall need every good managing director, accountant, sales manager and production nan we can find for our economic recovery".

# Coming events

Advance information

International Symposium on Drug Activity, Jerusalem Hilton Hotel, Israel, March 27-April 1, 1977. Sponsored by FIP Board of Pharmaceutical Sciences, the Symposium is organised by the School of Pharmacy, Hebrew University, Jerusalem. Details from the Organising Committee, POB 16271, Tel Aviv, Israel.

Sales Promotion Executives Association and Mar-

ket Research Society. Joint meeting on "Pre-, during- and post-promotion evaluation", MRS offices, 51 Charles Street, London W1, October 19 at 6 pm. Open to sales promotion executives. Pet Product Marketing Exhibition, West Centre Hotel, Lillie Road, London SW6, September 26-27. Details from Pet Product Marketing, 151 Pampisford Road, South Croydon, Surrey.

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